

DISCOVER THAILAND'S HIGHLIGHTS
DECEMBER 2025

E-NEWS

TOURISM AUTHORITY OF THAILAND
KUALA LUMPUR OFFICE

VIBRANT . EXOTIC . CULTURAL

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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!



HEALING IS THE NEW LUXURY

In 2026, Thailand invites you to discover a new definition of luxury beyond price. It's a memorable moment that heals your heart, uplifts your mind, and transforms your soul. Every journey here is an opportunity to experience true peace, happiness, and inspiration from vibrant festivals, rich traditions, delicious local cuisine, breathtaking nature, and the unique warmth of connecting with Thai people.

Discover unforgettable experiences in Thailand, a place that heals your heart in unforgettable ways.

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

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Special Highlights



TAT introduces 'Healing is the New Luxury' at Amazing Thailand Press Conference at WTM 2025

The Tourism Authority of Thailand (TAT) introduced its new global communication campaign, "Healing is the New Luxury," at the Amazing Thailand Press Conference during the World Travel Market (WTM) 2025 at ExCeL London. This campaign marks a fresh strategic direction for Thai tourism, positioning Thailand as a premier destination for well-being and meaningful travel, while showcasing the nation's strengths in wellness, culture, and sustainability.

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Festivals & Events



December 2025 Festivals and Events in Thailand

A month of celebration awaits. This December 2025 in Thailand, with an inspiring lineup of festivals and events, from Flora Festival 2025 and Colors of Doi Tung to the lively Chiang Mai Street Jazz Festival 2025 and beachfront Hua Hin International Jazz Festival 2025. Enjoy nationwide highlights including Thailand Coffee Fest 'Year End' 2025, 808 Festival 2025, the International Chanthaburi Gems and Jewelry Festival 2025, and experience the excitement of the 33rd SEA Games Thailand 2025, along with cultural showcases such as the Lamphun Cultural Market, Nakhon Phanom DNA Festival 2025, and more.

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Festivals & Events



Vijit Chao Phraya 2025 unveils “Light of Siam – Mother of the Land” extravaganza

The Tourism Authority of Thailand (TAT), together with partners from both the public and private sectors, officially launched Vijit Chao Phraya 2025 on 9 November along both banks of the Chao Phraya River in Bangkok. Presented under the theme “Light of Siam – Mother of the Land,” the event pays tribute to the benevolence and lasting inspiration of Her Majesty Queen Sirikit, The Queen Mother. This 45-night showcase of light, sound, and creativity will run from 9 November to 23 December 2025.



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Peek Into Thailand



Discover the Magic of December in Thailand

"Living Old City"

Nestled in the serene Nan River valley of Northern Thailand, Nan has grown from a once-remote area into a charming destination full of history, culture, and local charm, perfect for escaping the crowds and discovering genuine warmth.

Nan

Choco Adventure



Cocoa Valley

The largest organic cocoa farm in Northern Thailand, located in Pua District. Visitors can explore its free-to-visit farm, join chocolate-making workshops, and enjoy cocoa-based drinks and bakery treats, a perfect spot for cocoa lovers.

Historical Landmark



Wat Phumin

A historic and iconic temple of Nan, Wat Phumin is known for Thailand's only four-entrance ordination hall and the famous "Pu Man Ya Man" mural. It has been a cultural treasure for over 400 years.

Nature Escape



Doi Samer Dao

Located in Si Nan National Park, Na Noi District, is a popular camping spot. Its spacious ridgeline allows visitors to relax, enjoy sunsets, marvel at a sky full of stars at night, and wake up to stunning seas of mist in the morning.

Shopping Fun



Kuang Mueang Nan Walking Street

A Lanna-style walking street near Wat Phumin, stretches about 500 meters. Enjoy local food, traditional clothing, souvenirs, cultural performances, and a Khantoke dining experience in a warm evening atmosphere.

Festivals in December

Dec 22-24, 2025

Amazing Nan Cup & Craft
At 105 Ville, Wiang Sa District

Dec 24-25, 2025

Rest on The Movie
At Kuang Mueang Nan

Dec 27-Jan 3, 2025

Blossom Festival in
Southern Nan
At Khun Thoet Arboretum

Dec 29-31, 2025

The Rebirth of Love
"Nan Countdown 2026"
At Kuang Mueang Nan

Peek Into Thailand

Bangkok New Attractions

Bangkok continues to reinvent itself with a wave of exciting new attractions that blend culture, creativity, and contemporary lifestyle. From immersive museums and riverside landmarks to vibrant art spaces and innovative entertainment hubs, the city's latest highlights offer fresh experiences for both first-time visitors and returning travellers. These new additions showcase Bangkok's dynamic spirit—where tradition meets modernity—and invite travellers to explore the capital in inspiring new ways.



Jurassic World: The Experience Bangkok

A fan of the Jurassic park and world franchise? Get up close and experience the film franchise in Bangkok. Feel and see the dinosaurs come to life and go through an immersive experience. After the experience, enjoy a meal at their Jurassic World themed restaurant.

Located at the Asiatique Riverfront, you can enjoy other attractions and experience as there are many things on offer at the location itself.

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Emsphere Mall

Located in Sukhumvit and is the third mall in the "EMdistrict" along with Emquartier and Emporium near the Phrom Phong BTS Station. With many international and local brands of fashion, food and more, guests are spoilt for choice. It houses the largest downtown city centre IKEA in the world.

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Peek Into Thailand

Bangkok New Attractions



Central Park Bangkok Shopping Centre

A part of the Dusit Central Park mixed used development area right in the CBD of Bangkok. This mall is a 8 storey mall with Michelin Guide food stalls, homegrown Thai brands and international brands as well. Not to forget, spanning the 4th to 7th floors is Dusit Arun Park – Thailand's largest urban rooftop garden that measures ~11,200sqm. Up here, you'll get sweeping views of the historic Rama IV district and a fresh perspective of Lumpini Park that you won't get anywhere else.

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Peek Into Thailand

Thailand After Dark Experiences – 5 Must Do Highlights Nationwide

“Inspired by “5 Must Do In Thailand-Must Taste, Must Try, Must Buy, Must Seek, and Must See”

Experience Thailand’s vibrant lifestyle, rich culture, and creative spirit after sunset through bustling night markets, scenic riverside strolls, dazzling illuminated landmarks, and lively cultural festivals across the nation. As night falls, a different side of Thailand emerges—one filled with colour, energy, and unforgettable charm. From family-friendly markets and riverside promenades to glowing temples and seasonal celebrations, Thailand offers an exciting array of nighttime adventures that go far beyond the daylight hours.

Travellers can discover a diverse selection of after-dark experiences that beautifully showcase Thailand’s cultural soft power, heritage, and boundless imagination.



Must Taste

Thailand is known for its tasty gastronomy. Spend your evening in Bangkok to such a flavorful street food at Yaowarat Road, Srinakharin Train Night Market, Pak Khlong Talad flower market or Jodd Fairs. The same goes beyond capital to Chiang Mai Sunday Walking Street, Wua Lai Market, and Weekend Night Market in Phuket. Every part of Thailand offering the regional delicacies for every taste with touch of luxury at fine dining restaurant or Michelin Guide eatery to the atmospheric settings.

Peek Into Thailand

Thailand After Dark Experiences – 5 Must Do Highlights Nationwide



Must Buy

Lively evening in Thailand would be full with markets that transform lively evening bazaar blending shopping with atmosphere. Find something you need at Chatuchak Weekend Market in Bangkok that extend to night hours during weekend or at Talad Rot Fai for some vintage fashion. Krabi Night Market also offering food, art and live music blending together.



Must Try

Thailand's unique activities take on new dimensions after dark. Experience the Mahanakhon SkyWalk in Bangkok offering city skyline views from its glass tray, or cycling through Sukhothai Historical Park at sunset brings history alive under the glow of lanterns.

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Peek Into Thailand

Spice Up Thai Fest: Where Food, Festivals and Creativity come together!

SPICE UP THAI FEST campaign invites everyone to enjoy authentic Thai cuisine and get a chance to win air tickets to Thailand.

Just scan the QR code, check in, and share your dining photo at participating restaurants on the campaign website, and you could win a Thai Airways ticket ✈️ from the city location of participating restaurants to experience the most vibrant festival in Thailand!

Look for this sign "SPICE UP THAI FEST" at your favorite Thai restaurants!



The poster features a central image of a smiling woman with pigtails wearing pink sunglasses and a yellow shirt, holding chopsticks and a plate of Thai food. The background includes hot air balloons and a Thai Airways plane. At the top, logos for THAI, amazing THAILAND, DITP, and TCEB are displayed. The main title 'SPICE UP THAI FEST' is prominently shown with the tagline 'Where food, festivals, and creativity come together!'. Below this, a three-step process is outlined: 1. Eat Thai (dining at participating restaurants), 2. Scan & Join (scanning a QR code), and 3. Fly to Thai Fest! (winning round-trip tickets). A QR code is provided with the text 'Scan Here!' and 'Look for This Sign' pointing to the festival logo. The website 'spiceupthai.tceb.or.th' is listed at the bottom of the QR code.

SPICE UP THAI FEST
Where food, festivals, and creativity come together!

Your favourite Thai dishes could take you to Thailand. Enjoy authentic Thai dishes at participating restaurants and stand a chance to **win air tickets from the city location of participating restaurants to Thailand's most vibrant festivals.**

- 1 Eat Thai**
Dine at participating restaurants with the SPICE UP THAI FEST sign.
- 2 Scan & Join**
Scan the QR code, check in, and share your dining photo on the campaign website.
- 3 Fly to Thai Fest!**
Lucky winners will receive 2 round-trip tickets to Thailand to enjoy signature festivals.

Look for This Sign

Scan Here!

SPICE UP THAI FEST

spiceupthai.tceb.or.th

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Amazing Sustainable Tourism

A Guide To Sustainable Hotels



Tourism Authority of Thailand (TAT) has realized the importance of the impact of tourism activities on the environment. And want to push both the policy and the operational level to change the business behavior of entrepreneurs in the production and service that are friendly to the environment. Including increasing the opportunity to access and expand the market for environmentally friendly products and services for tourists. And most importantly, it can reduce the cost of entrepreneurs by using resources and energy cost-effectively and efficiently.

Check out and read more of environmentally-friendly hotel in Thailand and book yours now!

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News & Announcements

In Any Case of Emergency

Thailand's Tourist Assistance Contact Numbers

Tourist Information Center
Tourism Authority of Thailand (TAT)
(Providing tourist information/Events & Festivals/Travelling around Thailand)
1672 www.tourismthailand.org

Ministry of Tourism & Sports
Tourist Assistance Center (TAC)
(Offering help in the aftermath of natural disasters, assault, accidents, and distress)
0 2134 4077
www.mots.go.th

Department of Consular Affairs
(Passport/Apply for a Thai Visa/Visa requirements)
0 2572 8442
<https://consular.mfa.go.th>

State Railway of Thailand
(Train timetables/Ticket booking)
1690
www.railway.co.th

Bangkok Mass Transit Authority (BMTA)
(Bus services in Bangkok)
1348
www.bmta.co.th

Tourist Police Bureau
1155
www.touristpolice.go.th

Emergency Call Center (Royal Thai Police)
191

Immigration Bureau
(Request for extension of stay in Thailand/Allen registration application)
1178, 0 2572 8500
www.immigration.go.th

The Transport Company Limited
(Inter-provincial bus services)
1490
www.transport.co.th

Airports of Thailand Public Company Limited
(Flight schedule/Passenger guides)
1722, 0 2132 1888
www.airportthai.co.th

Department of Highways
(Highway Information)
1586
www.doh.go.th

National Disaster Warning Center
1784
www.disaster.go.th

Medical Emergency Call Center
1669

If you experience an emergency while in Thailand, please contact us immediately. Our team is ready to assist you in any way possible, offering guidance and support around the clock to help ensure your safety and well-being.

News & Announcements

A Tourist's Guide to the SEA Games 2025 Host Provinces



THAILAND
2025

33rd SEAGAMES 2025

9th – 20th December 2025

**Bangkok, Chonburi
and Songkhla,
Thailand.**

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

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Latest News

Stay updated on all the action, including match results, interesting stories, and things you shouldn't miss, so you don't miss any important points in the annual sports festival.

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Amazing Deals

Villa Pateh – A boutique stay built from Friendship

Experience the joy of connecting with our vibrant local community. We are proud to honour our diverse cultures, foster meaningful relationships, and actively support initiatives that help both people and nature thrive. Together, we create experiences that are authentic, responsible, and deeply enriching for all.

Book now to discover more of Trang.



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Amazing Deals

Moxy Bangkok Ratchaprasong Unveils Festive Offers with Bold Flavors and Sky-High Countdown Experiences to End the Year in Style

The bold lifestyle hotel in the heart of Bangkok's vibrant Ratchaprasong district, invites guests to wrap up the year with two exciting festive highlights – a playful Christmas Eve feast and a dazzling New Year's Eve experience across its 9th-floor restaurant and 32nd-floor rooftop bar. Combining great food, lively beats, and Bangkok's sparkling skyline, the events capture Moxy's spirited vibe and social energy in every moment.

Book now and celebrate new year in style!



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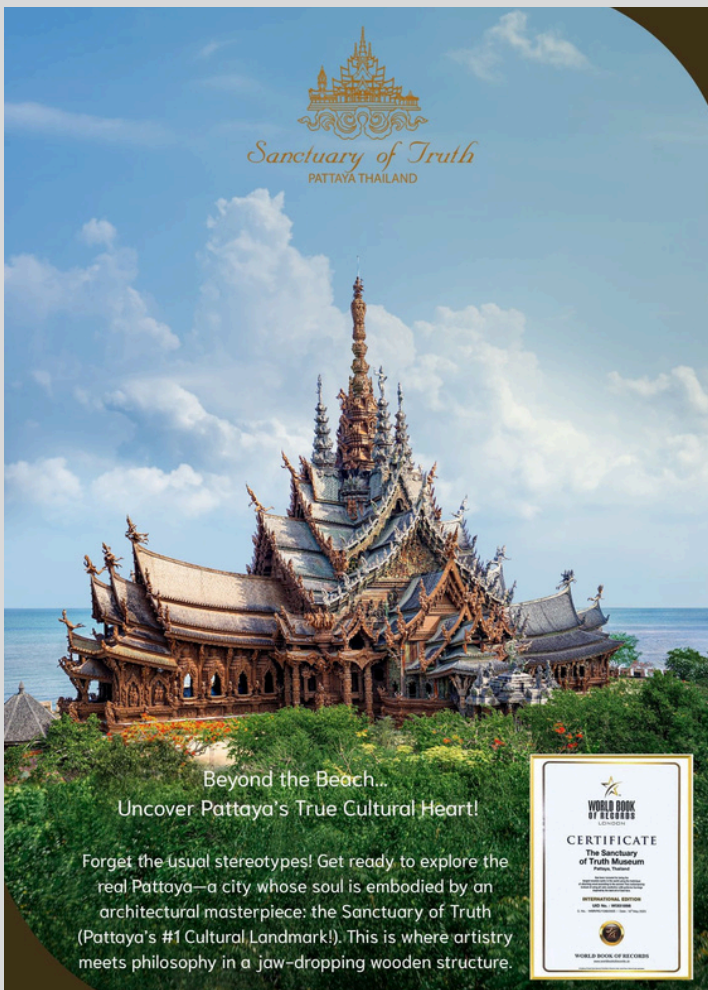


Amazing Deals

Discover the Truth at Sanctuary of Truth Museum Pattaya

Welcome to the largest wooden castle in the world. Discover the meaning of life in "Who are we, and where did we come from? how to live How will life go on? What is the purpose of life?". Passing through the Sanctuary of Truth Museum, the largest wooden castle in the world, this place will be captivated your awe by the beauty of a wooden sculpture intricately carved from various types of wood by using the technique of attaching wood according to the ancient Thai craftsmanship instead of using all nails with aesthetics patterns inspired by the best art of East Asia.


Book your ticket now to experience the beauty of the east of Thailand!



Sanctuary of Truth
PATTAYA THAILAND

Beyond the Beach...
Uncover Pattaya's True Cultural Heart!

Forget the usual stereotypes! Get ready to explore the real Pattaya—a city whose soul is embodied by an architectural masterpiece: the Sanctuary of Truth (Pattaya's #1 Cultural Landmark!). This is where artistry meets philosophy in a jaw-dropping wooden structure.



WORLD BOOK OF RECORDS
CERTIFICATE
The Sanctuary of Truth Museum
Pattaya Thailand
INTERNATIONAL RECORD
2015 No. 1000000
WORLD BOOK OF RECORDS



Ranked #2

Best Architecture in Asia!

Forget the old stereotypes—the city's premier attraction is the breathtaking Sanctuary of Truth. This architectural wonder, carved entirely from wood, offers a profound journey into Eastern wisdom and art.

A readily available, dedicated prayer room. Delicious, Halal Thai cuisine prepared by our in-house Muslim chefs.

Immerse yourself in beauty, philosophy, and an atmosphere that honors your faith and traditions.



Sanctuary of Truth museum
206/2 Moo 5 Pattaya-Naklua Rd., Naklua, Banglamung Chonburi 20150 THAILAND
www.sanctuaryoftruthmuseum.com

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TAT KL Features



Firefly Launches Inaugural Service from KLIA to Krabi

Firefly, a subsidiary of Malaysia Aviation Group (MAG), has commenced its new direct daily jet service to Krabi, Thailand (KBV) from Kuala Lumpur International Airport (KUL) Terminal 1 on 17 November 2025. The inaugural flight FY3610 departed KUL at 11:30am local time and arrived at KBV at 12 noon, commemorating the start of Firefly's latest international expansion.

To mark the occasion, a send-off ceremony was held at the boarding gate, where passengers were presented with commemorative tokens. The event was graced by senior MAG leaders, including Captain Hamdan Che Ismail, Chief Operating Officer of Firefly, and Dersensish Aresandiran, Chief Commercial Officer of Airline Business of MAG.



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