

E-NEWS

TOURISM AUTHORITY OF THAILAND

KUALA LUMPUR OFFICE

DISCOVER THAILAND'S
HIGHLIGHTS



**START TO AMAZINGLY
AFRESH**

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!



WARM WISHES: WISHING A WONDERFUL YEAR OF 2024

As the year-end is approaching, I want to take a moment to express my gratitude for the incredible moments we've shared this past year. Your presence makes every day brighter, and I look forward to creating more beautiful memories together in the coming year.

May the New Year bring us joy, love, and exciting adventures. Wishing you a year filled with happiness, success, and everything your heart desires.

Cheers to a wonderful New Year ahead!

Sincerely yours,
Sirinthara Surakanittaya
Director, Tourism Authority of Thailand
Malaysia & Brunei

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COLORFUL BANGKOK 2023

Events & Festivals January 2024

- Chiang Rai Flower Festival**
 Now - 15 January 2024
 Tung & Khom Park, Chiang Rai
- Colors of Doi Tung**
 Now until - 28 January 2024
 Doi Tung Development Project
 Chiang Rai
- Music in The Park**
 Every Saturday from now - 17 February 2024
 Tung & Khom Park, Chiang Rai
- Light Up the Night @Sukhothai Historical Park**
 Now until - 31 January 2024
 Sukhothai Historical Park, Sukhothai
- Nakhon Sawan's Red Lotus**
 Now until - February 2024
 Ban Rang Bua, Tha Tako District
 Nakhon Sawan
- Udon Thani's Red Lotus**
 January - February 2024
 Kumphawapi District, Ku Kaeo District
 & Prachaksinlapakhom District, Udon Thani
- Thailand International Boat Show 2024**
 11-14 January 2024
 Royal Phuket Marina, Phuket
- Colourful Bangkok Expo 2024**
 18-21 January 2024
 Lan Khon Mueang, Bangkok
- Borsang Umbrella and Sankamphaeng Craft Festival**
 19-21 January 2024
 Borsang village, Sankamphaeng, Chiang Mai
- The 27th Bay Regatta**
 31 January - 4 February 2024
 Phuket, Phang-nga, Krabi

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GET EXCITED IN JANUARY 2024: EVENTS CALENDAR

January marks the beginning of the New Year when the temperature is comfortably lower and various flower species fully bloom. As well as numerous flower festivals, there are many fun and exciting events to enjoy up and down the country.

SPECIAL HIGHLIGHT

CELEBRATIONS OF THE GOLDEN

Chinese New Year in Thailand is a vibrant celebration that reflects the rich cultural heritage of the Chinese community in the country. In Thai Chinatowns, such as "Yaowarat" in Bangkok and "Thalang Road" in Phuket, or Hatyai in Songkhla, the festivities are marked by bustling markets, traditional Chinese architecture, and a diverse array of shops and restaurants.

The celebrations include lively events such as parades, dragon and lion dances, traditional performances, and elaborate decorations that transform Chinatown areas into colorful spectacles. Chinese New Year, a significant event for the Chinese community, is celebrated with great enthusiasm and grandeur.

TRADITIONS KEEP ALIVE!

The Chinese New Year celebrations in Thailand showcase the unity and cultural richness of the Chinese community, making it a special and joyous occasion for all.

Embrace the magic and join us in celebrating Chinese New Year in Thailand in 2024 – a dazzling spectacle of tradition, festivity, delicious street food and pure joy that guarantees an unforgettable experience for everyone involved. Don't miss out on the chance to be a part of this extraordinary celebration and create memories that will last a lifetime!

Looking forward to celebrating Chinese New Year together! Plan your trip now and see you this coming February for a wonderful Chinese New Year with Amazing Thailand!



PEEK INTO AMAZING THAILAND

BREAK YOUR LIMIT

AWESOME MUAY THAI @KRABI

FIRST PACKAGE
GET **THB300 * OFF**

SECOND PACKAGE
GET **THB500 * * OFF**

ENTER CODE
TATKRABI101

BOOK NOW

* Discount is only valid when you book a package in Khunsuek Muay Thai Gym, Lion Muay Thai, Lanta Muay Thai Combat School, Kmax Muay Thai Gym, Nicha Muay Thai in Krabi, Thailand.
** Discount is valid only for package bookings if the price of second package is more than 1,000 THB

Tourism Authority of Thailand (TAT), Krabi Office incorporates with the Sports Authority of Thailand, Krabi Province, and Thai Boxing Gym to organize the activity “AWESOME MUAY THAI@KRABI” to promote for foreign tourists who are coming for training Muay Thai in Krabi province by get double discounts to those who purchase a Muay Thai Training Course in Krabi province.

The first discount is 300 baht discount immediately when purchasing a Muay Thai course with participant boxing camps. A second discount is given as a 500 baht discount coupon to tourists who purchase a second Muay Thai course with a minimum of 1,000 baht (applicable to all courses) with participating boxing camps in the project.

AWESOME MUAY THAI @ KRABI

MORE AWESOME!

Participating in boxing camps, join this project are;

1. KHUN SUK MUAY THAI GYM (AO NANG BEACH)
2. NICH A MUAY THAI GYM (LANTA ISLAND)
3. LANTA MUAY THAI COMBAT SCHOOL (LANTA ISLAND)
4. KRABI LION MUAY THAI (AO NAM MAO BEACH)
5. KMAX MUAYTHAI GYM (KRABI TOWN)

This special Muay Thai Training course discount starting from 15 December 2023 - 31 March 2024.

For more information, please contact TAT Krabi office via facebook: tatkrabioffice or telephone : +6675 622163

CLICK HERE FOR MORE INFO

AMAZING TASTE OF THAILAND

SPICE UP YOUR PALATE: CHICKEN PAD KAPRAO

Pad Kaprao, is a popular and flavorful Thai dish known for its aromatic blend of basil, garlic, chili, and savory sauce. It is often made with minced meat, such as chicken, pork, or beef, and served over rice. The dish is commonly topped with a fried egg and accompanied by sliced cucumbers.

Here's a basic recipe for Pad Kaprao:

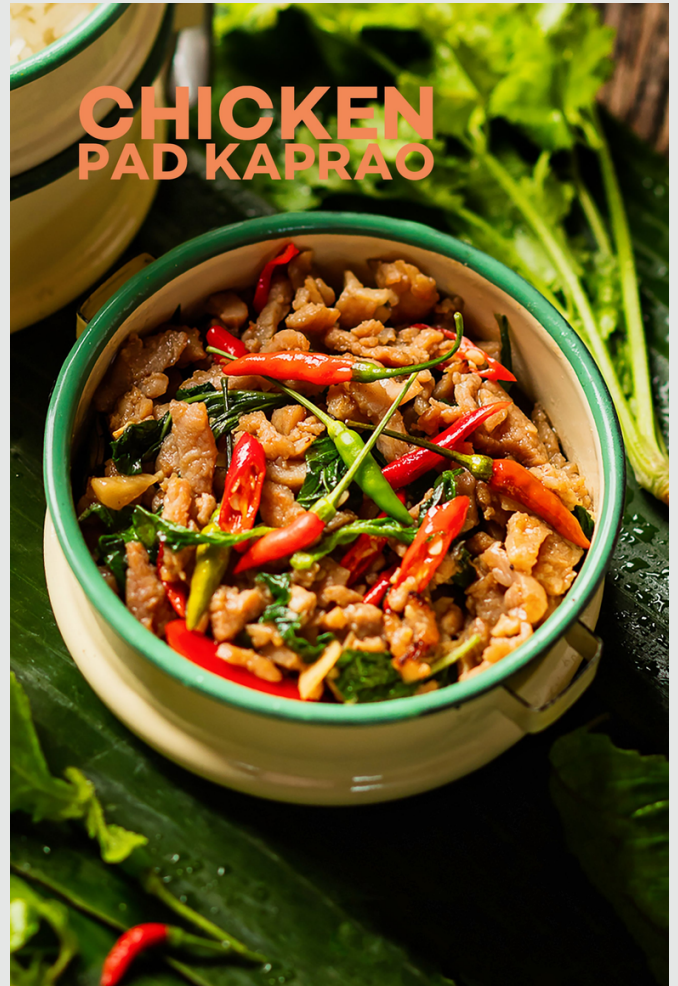
Ingredients:

- 1 lb (450g) ground chicken (or your choice of meat)
- 4 cloves garlic, minced
- 3-5 Thai bird chilies, chopped (adjust according to spice preference)
- 2 cups Thai holy basil leaves (or substitute with sweet basil if unavailable)
- 2 tablespoons vegetable oil
- 1 teaspoon sugar
- 1 tablespoon fish sauce
- Cooked jasmine rice, for serving
- Fried eggs, for serving (optional)

Instructions:

- Heat vegetable oil in a wok or large skillet over medium-high heat.
- Add minced garlic and chopped Thai bird chilies to the hot oil. Stir-fry for about 30 seconds until fragrant.
- Add ground chicken to the wok and break it up with a spatula. Cook until the chicken is browned and cooked through.
- Add soy sauce, sugar, and fish sauce, over the chicken and stir to combine.
- Taste and adjust the seasoning if needed. If you prefer it spicier, you can add more chopped chilies.
- Under low heat, add the basil leaves and stir-fry a few times.
- Serve the Pad Kra Pao over cooked jasmine rice. Optionally, top with a fried egg and serve with sliced cucumbers on the side.

Enjoy this delicious and aromatic Thai dish!



PEEK INTO AMAZING
THAILAND

CROSS-BORDER QR PAYMENT - PAY LIKE A LOCAL



ธนาคารแห่งประเทศไทย
BANK OF THAILAND



CROSS-BORDER
QR PAYMENT
pay like a local

CROSS-BORDER QR PAYMENT

Malaysian tourists visiting Thailand
can easily pay by **scanning QR code**

1



Scan Thai QR Payment
via mobile banking application



CIMB



Hong Leong Bank



Maybank
(MAE only)



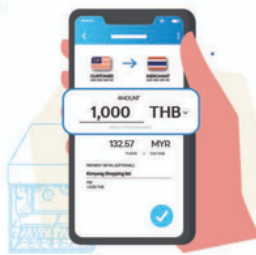
Public Bank



Touch 'n Go



2



Enter the amount
in THB currency

view the current exchange rate
and amount in MYR



3



Payment successful !

Merchants receives the payment
in their accounts immediately
after the transaction confirmed



Bangkok Bank



KBank



Krungthai



SCB



Krunglert



CIMBT



Convenient



Safe



Attractive
exchange rates



Free of charge



For more information please visit www.bot.or.th

Transaction limit : 3,000 MYR per transaction or 50,000 MYR per day



CROSS-BORDER QR PAYMENT PAY LIKE A LOCAL: MALAYSIAN TOURISTS CAN NOW EASILY MAKE PAYMENTS IN THAILAND BY SCANNING QR CODE

To simplify the payment experience for Malaysian tourists visiting Thailand, Bank of Thailand (BOT) with the cooperation of Bank Negara Malaysia (BNM) has introduced a seamless QR code payment solution. This innovative payment method is set to redefine the financial landscape for travelers, ensuring a convenient and secure transaction experience.

Through this linkage, travellers from Malaysia will be able to make retail payments by using their mobile payment applications to scan QR code displayed by merchants, respectively. Users will benefit from additional efficient payment methods, while merchants will be able to receive their funds immediately.

This payment connectivity will provide travellers with greater convenience, hence supporting the tourism and economic activities of Malaysia and Thailand.

The proposed cross-border QR code payment scheme would offer the following benefits:

- **Effortless Cross-Border Payments:** Bid farewell to currency exchange hassles. Malaysian tourists can now make payments in Thailand with a simple QR code scan, eliminating the need for cash or navigating unfamiliar payment systems.
- **Wide Acceptance:** From bustling markets to popular tourist attractions, our QR code payment solution is widely accepted across various establishments in Thailand, offering Malaysian tourists the flexibility to pay wherever their adventures take them.
- **Enhanced Security:** Our QR code payment system prioritizes the security of financial transactions, hence Malaysian tourists can enjoy peace of mind.

The service providers offering this cross-border QR payment service to their customers via their mobile payment applications include participating service providers from Malaysia and commercial banks from Thailand.

[CLICK HERE FOR MORE INFO](#)



THAI NATIONAL DAY 2023

The team of the Tourism Authority of Thailand joins the celebration of Thai National Day at the Mandarin Oriental Hotel Kuala Lumpur on 4 December 2023. The reception organized by the Royal Thai Embassy, Kuala Lumpur on the occasion of His Majesty the King's birthday. His Majesty King Bhumibol Adulyadej King Bhumibol Adulyadej the Great, National Day and Father's Day 2023 chaired by Ms. Lada Phumas, Ambassador to Kuala Lumpur.

TAT KL FEATURES



THANK YOU MALAYSIAN!

On 21st December, TAT KL organised the Thank You & Christmas Party for some invited media and travel agents at the Red Box The Gardens Kuala Lumpur. The party also celebrated the arrival of more than 4 million Malaysian tourists to Thailand. For 2023, Malaysia is number one for tourist arrival to Thailand.