

E-NEWS

TOURISM AUTHORITY OF THAILAND

KUALA LUMPUR OFFICE

DISCOVER THAILAND'S HIGHLIGHTS
JANUARY 2025

**BRING ON THE
NEW AMAZING**



MO MOK TAWAN, TAK PROVINCE

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!



YOUR STORIES NEVER END

In Thailand, every adventure becomes an endless source of inspiration for other globetrotters as your travel experiences fill with more joy like the first time. Start your journey, be a storyteller and share your never-ending stories in Thailand to the whole world.

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THAILAND IN JANUARY 2025: A MONTH OF FESTIVALS AND CULTURAL WONDERS

Celebrate Culture, Art, and Adventure Across Thailand This January.

Festivals and Events

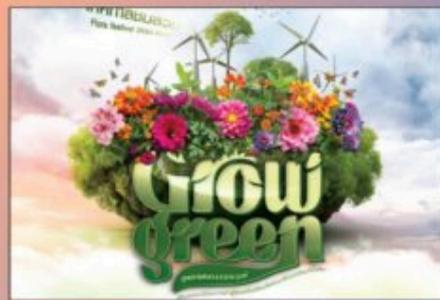
JANUARY 2025

Bangkok Art Biennale 2024



Bangkok Art Biennale 2024 JANUARY - 25 FEBRUARY 2025
11 VENUES 76 ARTISTS 240 ARTWORKS

Flora Festival 2024



Flora Festival 2024 JANUARY TO FEBRUARY 2025
ROYAL PARK RAJAPRUEK, CHIANG MAI

Udon Thani's Red Lotus



Udon Thani's Red Lotus JANUARY TO FEBRUARY 2025
TALAY BUA DAENG, NONG HAN LAKE,
KUMPHAWAPI DISTRICT, UDON THANI

Poinsettia Garden at Phu Ruea



Poinsettia Garden at Phu Ruea JANUARY TO FEBRUARY 2025
PHU RUEA NATIONAL PARK,
PHU RUEA DISTRICT, LOEI

Chiangrai Every Day



Chiangrai Every Day 7-9 JANUARY 2025
CENTRAL CHIANG RAI, MUEANG DISTRICT,
CHIANG RAI

World Formula Hmong Racing at Manjam 2025



World Formula Hmong Racing at Manjam 2025 11-12 JANUARY 2025
MON CHAM, MAE RIM DISTRICT, CHIANG MAI

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Festivals and Events

JANUARY 2025

Thantawan Festival 2025



Thantawan Festival 2025

11-12 JANUARY 2025
PANGFAN ROCK N' RIVER, CHIANG MAI

40th Borsang Umbrella and Sankhampaeng Craft Festival



40th Borsang Umbrella and Sankhampaeng Craft Festival

17-19 JANUARY 2025
BORSANG VILLAGE, SANKAMPHAENG DISTRICT, CHIANG MAI

Chaemchan market



Chaemchan market

11 - 12 JANUARY AND 18 - 19 JANUARY 2025
CHATRIUM GOLF RESORT SOI DAD
CHANTHABURI, CHANTHABURI

Muji Festival 2025



Muji Festival 2025

18 JANUARY 2025
THONGSOMBOON CLUB, KHAO YAI, PAKCHONG, NAKHON RATCHASIMA

Buriram Marathon 2025



Buriram Marathon 2025

25 JANUARY 2025
CHANG INTERNATIONAL CIRCUIT,
BURIRAM

Mini Light & Sound Phimai



Mini Light & Sound Phimai

25 JANUARY 2025
PHIMAI HISTORICAL PARK,
PHIMAI DISTRICT, NAKHON RATCHASIMA

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Enhance Your Luck During Chinese New Year in Yaowarat Bangkok, Thailand

Lion and Dragon Dance

A vibrant performance symbolizing good luck and prosperity, with colorful movements and thrilling drumbeats creating an exciting festive atmosphere



Making Merit Chinese Temples

Honor deities for blessings of happiness and prosperity in the new year



Chinese Cultural Performances

Experience traditional Chinese art through captivating folk music performances that beautifully reflect the essence of Chinese culture



Chinese New Year Atmosphere in Yaowarat

Streets illuminated with decorative lights, shops offering auspicious items, and traditional Chinese food such as roasted duck, sticky rice cakes, and barbecued pork, creating a charming and festive experience



SPECIAL HIGHLIGHT

STAY CONNECTED AND SAFE IN THAILAND WITH THE THAILAND TOURIST POLICE APP

Thailand, the Land of Smiles, is known for its captivating culture, breath-taking scenery, and warm hospitality. To ensure your journey is as safe as it is enjoyable, the Thailand Tourist Police App offers innovative features designed to provide travellers with peace of mind, instant assistance, and vital information.

Key Features of the Thailand Tourist Police App:

- Emergency Assistance 24/7
- Live Chat with Officers and Online Interpreters
- Real-Time Risky Area & Police Station Locator:
- Instant Language Translation and Secure Incident Reporting
- Emergency Travel Guidance and Immediate Response
- Notifications & Alerts
- Nearby Attractions & Travel Information



“ Thailand Tourist Police Application ”

Tourists can report incidents by chat system or report emergencies by the **SOS** system.

Tourists who are alerted of important events in their area based on their location.

Tourists are informed of important information.

Tourists can find info attraction place nearby.

Supporting for 5 Languages of Application.

TPB APP

Download on the App Store | GET IT ON Google Play | EXPLORE IT ON AppGallery

The infographic features a central illustration of a man holding a smartphone, with arrows pointing to various app screens. The screens display the SOS system, a chat interface, a map of Thailand with attraction markers, and a notification alert. Above the man are five circular icons representing the supported languages: Chinese, British English, Russian, Japanese, and Korean. At the bottom, there are three logos for the app's availability: the Apple App Store, Google Play, and the Huawei AppGallery.

[CLICK HERE FOR MORE INFO>>](#)

THAILAND WELCOMES OVER 35 MILLION VISITORS IN 2024: A MILESTONE PAVING THE WAY FOR 2025

The Tourism Authority of Thailand (TAT) proudly announces that international tourist arrivals have surpassed the target of 35 million visitors in 2024, generating over 1.8 trillion Baht in tourism revenue. This landmark achievement highlights Thailand's strong tourism rebound and sets the foundation for an even greater year ahead, as 2025 has been declared the 'Amazing Thailand Grand Tourism and Sports Year.'



[READ MORE>>](#)

SPECIAL HIGHLIGHT

THAI E-VISA LAUNCHES WORLDWIDE ON 1 JANUARY 2025

Starting from 1 January 2025, visitors from around the globe can apply for a Thai e-Visa through the official website www.thaievisa.go.th. While the Thai e-Visa system has been available for travellers in select locations, this marks a significant expansion, allowing applicants from any part of the world to complete the entire process online.

Benefits

Travellers applying for the Thai e-Visa will enjoy:

- Convenience: Apply online without the need to visit an embassy or consulate.
- Faster Processing: Receive approvals quickly.
- Versatility: Ideal for tourists, business travellers, and other short-term visitors.

How to Apply

Applying for a Thai e-Visa is a simple six-step process:

1. Visit the Website: Go to www.thaievisa.go.th.
2. Create an Account: Register using a valid email address.
3. Complete the Application: Fill out the online form with the required details.
4. Upload Documents: Attach all required documentation.
5. Pay the Fee: Use the secure online payment portal to complete the application fee.
6. Receive e-Visa: Once approved, the e-Visa will be sent electronically.



THAI E-VISA
Apply, Anywhere, Anytime

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PEEK INTO AMAZING LAND



How to travel from Suvarnabhumi Airport to the Main Railway Station and the Main Bus Stations



To Bang Sue Grand Station (Krung Thep Aphiwat Central Terminal) (Railway Connection Nationwide)



Airport Rail Link

Suvarnabhumi Station > Makkasan Station



MRT (Blue Line)

Phetchaburi Station > Bang Sue Station

Bang Sue Grand Station (Krung Thep Aphiwat Central Terminal) is located in the same terminal complex as Bang Sue MRT Station.

To Chatuchak (The Northern and Northeastern Bus Terminal) (North and Northeastern Lines)



Airport Rail Link

Suvarnabhumi Station > Makkasan Station



MRT (Blue Line)

Phetchaburi Station > Kanphaeng Phet Station



Take taxi

About 2 kilometres to Bangkok Bus Terminal (Chatuchak)

To Sai Tai Mai (The Southern Bus Terminal) (Southern Line)



Airport Rail Link

Suvarnabhumi Station > Makkasan Station



MRT (Blue Line)

Phetchaburi Station > Bang Sue Station



MRT (Red Line)

Bang Sue Station > Taling Chan Station



Take taxi

About 5 kilometres to Bangkok Bus Terminal (Sai Tai Mai)

To Ekkamai (The Eastern Bus Terminal) (Eastern Line)



Airport Rail Link

Suvarnabhumi Station > Phayathai Station



BTS (Green Line)

Phayathai Station > Ekkamai Station

For further details
please contact:



 1672 Travel buddy

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PEEK INTO AMAZING LAND



LET'S CHECK IN TO THAILAND THIS WINTER



Experience the Charm of Nature in Must-Visit Destinations

-  **Doi Chang** – A paradise for coffee lovers, savor the rich flavors of renowned coffee amid tranquil surroundings and lush green mountains.
-  **Doi Inthanon** – Reach the skies at Thailand's highest peak, enjoy cool weather all year round, and immerse yourself in the beauty of nature.
-  **Phu Thap Boek** – Behold breathtaking seas of mist and Thailand's highest cabbage fields, with stunning mountain views beyond words.
-  **Khao Yai** – Escape the hustle and bustle of the city to a lush green oasis. Just a short trip away, breathe in the fresh air at this World Heritage Park brimming with natural diversity.
-  **Doi Samer Dao** – A dream spot for stargazers, marvel at a sky full of stars at night and be inspired by magnificent seas of mist in the morning.

Discover these incredible destinations and let nature recharge your soul!

<https://tourismthailand.my/home/ebook>



PEEK INTO AMAZING LAND

RE-CAP: WHAT'S HOT IN 2024



In recent years, Thailand has emphasized the necessity of promoting Thai Soft Power. The Soft Power ranges from cultural, sports, gastronomy, and beautiful places in Thailand are well-known by people around the world. The creativity of soft power driving the economy, and become a trend that simply sell Thai culture and products.

These signature soft powers attributed to a craze phenomenon in Thailand;

1) LABUBU

A character with mischief smirk in the Pop Mart line of figurines. Created by Hong Kong born artist Kasing Lung in 2015, the figurines became the most sought after Lalisa, Thailand global star spotted and promoted the Labubu.



2) CAT PANTS

Nakhon Ratchasima has introduced cat pants following the success of elephant pants. The pants are very popular with foreign tourists visiting Thailand due to their practicality and comfort. The pant is part of strategy to enhance the economy and add value to local products.



3) MOO DENG

Moo Deng is a baby pygmy hippopotamus born at the Khao Kheow Open Zoo in Chonburi, Thailand. The hippopotamus became an internet celebrity with the adorability, and goofy antics of Moo Deng, which loosely translated “bouncy pork”. The photos, memes, videos of Moo Deng have thousand of people line up to catch a glimpse of the pygmy hippopotamus.



MUST SEE IN THAILAND

Thailand has many celebrations that are unique, beautiful and fun. Some of these celebrations are even famous worldwide and attract visitors from around the world to Thailand during these festivities.

Here are some celebrations that are a must-see in Thailand;



1. SONGKRAN FESTIVAL (THAILAND NEW YEAR FESTIVAL)

Undoubtedly the most famous and celebrated festival, it is a splashing fun time to visit Thailand during Songkran. Also called the water festival, it is celebrated yearly from 13-15 April where the water fights is symbolic as the water will cleanse you from bad luck for the coming year. Celebrated nationwide, some region have their unique touch to the celebrations.

2. PHI TA KHON

A festival celebrated in Loei, Isan in the North East of Thailand, which is commonly known as Thailand's Ghost Festival. The festival showcases unique Mask's and clothes with people wearing them dancing to liven up the atmosphere and entertain the crowd.



3. LOY KRATHONG

Celebrated annually around Thailand, and especially famous in Chiang Mai it last for 3 days, this celebration involves making a krathong (buoyant decorated baskets) and float in down a river to thank the Goddess of Water and River. See and join hundreds of krathongs being floated down a river and have a hand in making one.



4. NEW YEAR COUNTDOWN

A celebration famous worldwide, but nonetheless a must join celebration in Thailand. Countdowns are done everywhere in Thailand, but the biggest would always be in Bangkok. Join many countdown events from government organized to privately organized countdowns, there are many to choose from. Imagine a stretch of the Chao Phraya River being lighted up by fireworks during New Year, definitely a sight to behold.



THE LEGENDARY TOMYUM KUNG

We are delighted to announce that Tomyum Kung is now recognised by UNESCO as an Intangible Cultural Heritage of Humanity! Celebrate this iconic Thai dish, a true taste of our culinary heritage, and savour the authentic flavours of Thailand.



[WATCH NOW>>](#)



AMAZING DRIVE CLUB: CHRISTMAS IN THAILAND 2024

The Tourism Authority of Thailand has hosted a welcoming lunch at Ban Nong Khao Community Tourism in Kanchanaburi for Amazing Drive Club which is doing the CSR activities in the community. About 18 caravans driving from Kuala Lumpur - Phatthalung - Suratthani - Hua Hin - Kanchanaburi - Sangkhla Buri - Samut Songkram - Chumphon - Hatyai from 18-31 December 2024.





PUMA CLUB MALAYSIA: CHRISTMAS EVE IN THAILAND

The Tourism Authority of Thailand has hosted a Christmas Eve Dinner for the PUMA Malaysia (4 Wheels Club) in Ratchaburi. The club drives through Thailand from Kuala Lumpur-Phatthalung-Chumphon-Ratchaburi-Kanchanburi-Hua Hin-Suratthani-Hatyai from 22 December 2024 to 2 January 2025.





THANK YOU PARTY 2024

TAT recently organized an annual Thank You Party to celebrate tourism partners and invited a handful of travel agents, media and partners to join the party to celebrate Christmas and New Year at the same time. TAT is very grateful to all partners in achieving the greatest Malaysian number of tourists to Thailand. TAT THANK YOU ALL and wishes to more successful years ahead.



AMAZING DEALS 



**TREN KHOS
My
Sawasdee**
EDISI PENANG

BUTTERWORTH
↓
HAT YAI

Tarikh Perjalanan Harian
Pergi & Balik
29 DISEMBER 2024 - 5 JANUARI 2025

Tambang
Perjalanan
DARI
RM 45
SEHALA
*tertakluk terma & syarat

www.ktmb.com.my

MYSAWASDEE PENANG EDITION TRAIN SERVICE TO HAT YAI

Keretapi Tanah Melayu Berhad (KTMB) is launching a special MySawasdee Penang Edition train service between Butterworth and Hat Yai, which will operate as a trial route from Dec 29 to Jan 5. The special train service is introduced in response to demand and plans for future service to key locations on the State Railway of Thailand (SRT) network.

The service offers a one-way fare of RM45 with ticket sales starting on December 23, 2024. The train will stop at several major stations, including Bukit Mertajam, Sungai Petani, Alor Setar, Arau, and Padang Besar. Departure from Butterworth is scheduled for 7.40 am, arriving Hatyai at 12.05 pm, and return to Butterworth at 3 pm (local time) from Hatyai , arriving at 9.46 pm.

Grab your seat now and experience the magic of southern Thailand!

[MORE INFO>>](#)