

DISCOVER THAILAND'S HIGHLIGHTS
JANUARY 2026

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!



NEW YEAR GREETINGS

The Tourism Authority of Thailand, Kuala Lumpur Office wishing you all a year filled with success, happiness, and great opportunities. May this year bring new challenges, new goals, and more successes to celebrate. May you find joy in the little things and have full hearts next year and always.

Let's make 2026 amazing!

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Special Highlights



Lalisa “LISA” Manobal to star in new Amazing Thailand campaign launching January 2026

The Tourism Authority of Thailand (TAT) is preparing a new campaign featuring Thailand native, world renowned rapper, singer, dancer and actress Lalisa “LISA” Manobal as the Amazing Thailand Ambassador, set to launch with a teaser in early January 2026. The initiative aims to ignite the next wave of the “LISA Effect” and inspire travelers to rediscover Thailand’s diverse destinations through her unique perspective. New 2026 campaign to spark the next wave of the “LISA Effect” as the Amazing Thailand Ambassador showcasing iconic Thai destinations and cultural pride.

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Festivals & Events



January 2026 Event Calendar

January 2026 welcomes the New Year with a selection of cultural and creative events across Thailand. Highlights include Nakhon Sawan Lantern Festival, celebrating light, faith, and tradition; Pattaya: The Sealebration of Light and Legacy, illuminating key areas of Pattaya with artistic installations and performances; and the Prachuap Light Exhibition 2026, showcasing immersive illuminated landscapes. Culinary enthusiasts can enjoy refined gastronomic experiences with Chef Chuan Chim on Tour, while music and creative industries converge at Bangkok Music City 2026. These events collectively reflect a meaningful and inspiring start to the year ahead.

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Peek Into Thailand



Beyond the Beach

The Many Sides of Krabi in January

Activities



Railay Beach

Railay Beach is one of Krabi's most scenic beaches, famous for its towering limestone cliffs and stunning sunset views. It consists of Railay West for swimming and sunset spotting, Railay East for rock climbing, and Phra Nang Cave Beach, home to the sacred Phra Nang Cave with beautiful stalactites.

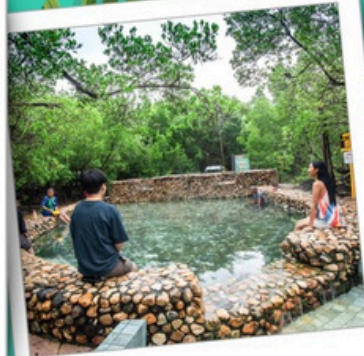
Adventure



Khlong Root,
Clear Water Canal

Khlong Root is a small river winding through lush greenery, famous for its crystal-clear waters. Popular for kayaking and swimming, the river stretches beyond its starting lake, narrowing into peaceful vegetation and blending natural beauty, gentle adventure, and local charm.

Wellness



Saline Hot Spring,
Khlong Thom

Khlong Thom Saline Hot Springs feature naturally heated pools of clear, emerald water enriched with minerals. Visitors can relax, relieve stress, and improve circulation while enjoying a natural spa experience. The site also offers mangrove nature trails and a small Thai massage area, though the pools are exposed to full sun.

Local Flavors

Don't miss the local flavors when you visit Krabi, it's a must-try experience!



Stir-fried Stink Bean and Prawn

A Southern Thai favorite featuring fresh prawns stir-fried with spicy chili paste and crunchy stink beans, offering bold flavors and a delicious local taste.



Grilled Wing Shell

A signature Krabi seafood dish, these wing shells are grilled to perfection and usually enjoyed with spicy dipping sauce for a rich, flavorful bite.



Sea Grapes Salad

Crisp sea grapes with a Thai-style spicy and sour dressing, creating a light and refreshing salad.

Peek Into Thailand

Thailand – UNESCO World Heritage List

Thailand is home to a growing network of UNESCO World Heritage List and Creative Cities, reflecting the country's rich cultural heritage, living traditions, and contemporary creativity. These cities showcase how culture and creativity drive sustainable urban development, tourism, and community well-being.

From historic towns shaped by centuries of craftsmanship to modern cities celebrated for gastronomy, music, and creative industries, Thailand's UNESCO List highlight the nation's diversity and cultural depth. Each city is recognised for a distinct creative field—such as crafts and folk art, gastronomy, music, or design—while collectively representing Thailand's commitment to preserving heritage, empowering local communities, and fostering innovation.

These destinations invite visitors to experience Thailand beyond its iconic landmarks—through authentic local flavours, traditional skills, vibrant arts scenes, and meaningful cultural exchanges that connect the past with the future.



Historic City of Ayutthaya

The Historic City of Ayutthaya is one of Thailand's most significant cultural landmarks and a proud inscription on the UNESCO World Heritage List in 1991 for Cultural Sites. Recognised by UNESCO for its outstanding universal value, the Historic City of Ayutthaya stands as a powerful symbol of Thailand's rich heritage and resilience. Visitors are invited to explore its atmospheric temple complexes and historic landscapes, gaining insight into a civilisation that played a pivotal role in shaping the history, culture, and identity of Thailand.

Peek Into Thailand

Thailand - UNESCO World Heritage List



The Creative City of Songkhla

Songkhla have been officially designated as members of the UNESCO Creative Cities Network (UCCN) for 2025, marking another milestone in Thailand's cultural and creative advancement. Recognised for their strengths in Crafts and Folk Art and Gastronomy, respectively, the province join a global network of cities driving sustainable development through creativity. Located on Thailand's southern coast, Songkhla reflects a rich blend of Thai, Chinese, and Malay influences shaped by centuries of maritime trade and cultural exchange.

The city's creative identity is expressed through its diverse culinary heritage—traditional recipes, local ingredients, and time-honoured cooking techniques passed down through generations. As a UNESCO Creative City, Songkhla celebrates food as a living culture that connects communities, supports local livelihoods, and promotes sustainable urban development, inviting visitors to experience the flavours and stories of southern Thailand.

Peek Into Thailand

Thailand – UNESCO World Heritage List



Ban Chiang Archeological Site

The Ban Chiang Archaeological Site, a UNESCO World Heritage cultural site in 1992, is one of Southeast Asia's most important prehistoric settlements. Located in Udon Thani Province, the site provides remarkable evidence of early human civilisation, dating back over 5,000 years.

Renowned for its distinctive red-painted pottery, advanced bronze metallurgy, and well-preserved burial practices, Ban Chiang reveals the development of agriculture, craftsmanship, and social organisation in the region. Its archaeological discoveries have significantly reshaped understanding of early technological and cultural progress in Southeast Asia.

Recognised for its outstanding universal value, Ban Chiang stands as a testament to humanity's early innovation and cultural continuity, offering invaluable insights into prehistoric life and heritage in Thailand.

Peek Into Thailand

Thailand – UNESCO World Heritage List



Well-Preserved City of Nan

Nan is a member of the UNESCO Creative Cities Network in 2025, recognised for its excellence in Crafts and Folk Art. Nestled in northern Thailand, Nan is renowned for its well-preserved cultural heritage, traditional craftsmanship, and strong community identity.

The city's creative spirit is reflected in its handwoven textiles, intricate wood carving, mural painting, and living traditions passed down through generations. As a UNESCO Creative City, Nan highlights the role of local wisdom and creativity in preserving heritage, empowering communities, and promoting sustainable cultural tourism.

Peek Into Thailand

Thailand by Day Experiences – 5 Must Do Highlights Nationwide

“Drawing on the national “5 Must Do in Thailand” experiences—Must Taste, Must Try, Must Buy, Must Seek, and Must See—travellers will find an array of adventures best enjoyed under the sun, reflecting Thailand’s soft power in culture, lifestyle, and imagination.”

Thailand offers a wealth of experiences that make each day memorable. From ancient temples and lush national parks to vibrant floating markets and craft villages, Thailand by day experiences reveal the nation’s culture, heritage, and creativity in full light. Visitors can enjoy activities that inspire the senses while deepening connections to local traditions and communities.



Must Taste

Daytime in Thailand begins with flavour. Experience the blast of local flavour from vendors at floating markets such as Amphawa, Tha Kha, and Don Manora in Samut Songkhram, and Lao Tak Lak Floating Market in Ratchaburi serving local favourites from boats, offering everything from grilled river prawns to coconut desserts.

In Bangkok, the Khlong Lat Mayom Floating Market and the historic Song Wat area show how food and heritage go hand in hand. Street food is part of the rhythm of the day—boat noodles in Ayutthaya, kanom jeen curries in Nakhon Si Thammarat, or Isan-style som tam at a roadside stall.

For more on fine-dining, Thailand offering the taste of Michelin-recognised eateries and restaurants such as Jay Fai, R-Haan and Le Du. Explore beyond capital, PRU in Phuket—Thailand’s first restaurant with a Michelin Green Star—champions farm-to-table dining rooted in sustainability.

In Chiang Mai, Bib Gourmand-awarded street food stalls highlight northern favourites such as khao soi noodles and grilled meats.

Peek Into Thailand

Thailand by Day Experiences – 5 Must Do Highlights Nationwide



Must Buy

Experience Thailand's creativity during daytime at markets, villages, and craft centres. Explore the beauty of colors, discover your hidden talent at silk weaving communities in Khon Kaen and Surin preserve centuries-old tradition, umbrella making and silver jewellery in Chiang Mai's San Kamphaeng.

Learn at many pottery workshops in Lampang that showcase distinctive northern designs, and OTOP markets nationwide present handmade products rooted in community pride.

For textile lovers, visit Khomapastr in Hua Hin for its heritage dating back to the 1940s, and Bangkok's Jim Thompson for their story of Thai silk.

Spend your daytime to browse world-class luxury at ICONSIAM, Siam Paragon, or Central Park in Bangkok. Shopping at Asia's largest and most diverse open air markets at Chatuchak Weekend Market.

These diverse choices—from village workshops to luxury malls—ensure visitors can find meaningful keepsakes that support local heritage as well as modern Thai creativity.

Peek Into Thailand

Thailand by Day Experiences – 5 Must Do Highlights Nationwide



Must Try

Daytime is perfect for adventure, rejuvenation, and wellness. Opted for cycling tours in Ayutthaya to discover past temples and riverside villages, or trekking in Doi Inthanon or Phu Kradueng to appreciate the panoramic mountain views. On the water, travellers can explore marine beauty by kayaking in Phang Nga Bay or snorkelling in Krabi and Ko Tao, as well as enjoy cultural day trips at riverside markets. The Khlong Bang Luang Floating Market showcases canal side life and community art spaces while in the South, the Bang Bai Mai Market in Surat Thani invites visitors on tranquil boat trips through its mangrove-lined waterways, while the Yakang Market in Narathiwat combines riverside shopping with activities such as boat rides to the Bang Nara Sluice Gate and the traditional “nok-aor” method of prawn catching. Thailand offers thrills theme parks such as Columbia Pictures Aquaverse, Ramayana Water Park, and Vana Nava Water Jungle, where rides and shows blend fun with cultural storytelling. Wellness seekers have a wide choice, from innovative urban clinics to serene island retreats.

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News & Announcements

Bangkok tops Euromonitor global city rankings for international arrivals in 2025



Euromonitor International's assessment evaluates 100 cities using more than 50 indicators spanning tourism performance, policy and appeal, infrastructure, health and safety, sustainability, and economic and business activity. Euromonitor International's Top 100 City Destinations Index 2025, which confirm Bangkok as the world's most visited city by international travellers in 2025, with 30.3 million arrivals, the highest globally.

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News & Announcements

TAT rolls out free Happy Bus under Smile@Hatyai to support city recovery



The Tourism Authority of Thailand (TAT) today rolled out the Amazing Hatyai Happy Bus as part of the Smile@Hatyai – Bringing Smiles Back to Hat Yai post-flood recovery framework, supporting the return of Hat Yai to normal operations while strengthening urban mobility, visitor confidence, and tourism activity as the city reopens to domestic and international travellers. 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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News & Announcements

Update - ASEAN PARA GAMES 2025 in Thailand



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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News & Announcements

Travel Advisory – Border Safety Measures in Place Across Eastern and Northeastern Thailand

Travel Advisory Thai–Cambodian Border

For official updates and assistance:
TAT Call Centre 1672 | Tourist Police 1155 (24/7)

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The Tourism Authority of Thailand (TAT) confirms that travel and tourism activities across the country remain normal and unaffected. At the same time, this Travel Advisory is issued to inform that security measures are in place in seven provinces along the Thailand–Cambodia border: Ubon Ratchathani, Si Sa Ket, Surin, Buri Ram, Sa Kaeo, Chanthaburi, and Trat.

As of 16 December 2025, the curfew in the five districts of Trat–Khlong Yai, Bo Rai, Laem Ngop, Khao Saming, and Mueang Trat—has been lifted following improved local stability, and daily activities and services have resumed as usual. Nationwide transport services continue to operate as usual, and major destinations across Thailand remain open to visitors.

Rail update

Aranyaprathet Railway Station is closed from 21 December 2025 until further notice. Trains on this route now operate only between Bangkok (Hua Lamphong) and Sa Kaeo, with onward travel to Aranyaprathet suspended.

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Amazing Deals

AirAsia strengthens Asean connectivity with new Penang–Phuket route

AirAsia Malaysia (flight code AK) announced the strengthening of its Asean network with the launch of a new route connecting Penang to Phuket. The airline launches four weekly flights between both destinations.

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TAT KL Features



TAT flags off Malaysia–Thailand caravan signalling restored traveller confidence in Hat Yai

The Tourism Authority of Thailand (TAT) today hosted the flag-off ceremony for the “Smile @ South, Malaysia–Thailand Caravan” in Hat Yai, as part of TAT’s Smile@Hatyai – Bringing Smiles Back to Hat Yai recovery framework, marking the city’s return to normal operations following recent flooding and its re-emergence as a vibrant gateway for New Year travel in southern Thailand, while reinforcing tourist confidence in the region.

Overland journey from Kuala Lumpur showcases normalised travel conditions and cross-border connectivity in southern Thailand.

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