

DISCOVER THAILAND'S HIGHLIGHTS
JULY 2026

E-NEWS

TOURISM AUTHORITY OF THAILAND
KUALA LUMPUR OFFICE

VIBRANT. EXOTIC. CULTURAL

WWW.TOURISMTHAILAND.MY

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!

LOPBURI, WHAT A VIBE!



Experience a perfect one-day getaway aboard the famous floating train to Pasak Jolasid Dam in Lopburi Province.

With scenery this beautiful and an atmosphere this relaxing, how could you not take someone special along for the journey?

 Pasak Jolasid Dam, Lopburi

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

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Special Highlights

Amazing Thailand Fest 2026 brings The Wholesome Taste of Thai to Kuala Lumpur

The Tourism Authority of Thailand (TAT), in collaboration with Central Group, organised Amazing Thailand Fest 2026 (The Wholesome Taste of Thai) from 26 to 28 June 2026 at Central i-City, Kuala Lumpur, Malaysia, spotlighting Thai gastronomy as a gateway to culture, wellness, local lifestyles, and travel experiences for Malaysian visitors. Thai gastronomy, culture, wellness, and travel experiences build on more than two million Malaysian arrivals to inspire more journeys to Thailand.



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Festivals & Events

EVENT AND CALENDAR

JULY 2026

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Experience Thailand's rich cultural diversity through a vibrant lineup of festivals and community celebrations this July. Witness the spectacular Ubon Ratchathani Candle Festival, enjoy the traditional sounds of Mor Lam "Roi Kaen Sara Sin", join the family-friendly fun at Samui Story Fun Fest, discover local traditions at the Phaya Sri Satta Nakarat Worship Festival 2026, and celebrate southern culture at Hroi Raeng FEST 2026. Alongside many other events nationwide, these festivities offer unique opportunities to experience Thailand's rich heritage, creativity, and community spirit.

EVENT AND CALENDAR

JULY 2026

- SAWANKHLOK CHINESE OPERA FESTIVAL 2026**
3 - 12 July 2026
Chao Phraya Pong Thea Kong Shrine, Sawankhalok District, Sukhothai
- RINMA SUMMER BEACH 2026**
4 July 2026
Sea Sand Sun Hua Hin Resort, Chiam District, Phetchaburi
- SAMUI STORY FUN FEST**
4 - 5 July 2026
Chaweng Square, Central Samui, Ko Samui, Surat Thani

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EVENT AND CALENDAR

JULY 2026

- MOR LAM "ROI KAEN SARA SIN"**
30 June - 2 July 2026
Phikun Thong Auditorium, Kalasin College of Dramatic Arts, Mueang District, Kalasin
- BANGSAEN GRAND PRIX 2026**
1 - 5 July 2026
Bangsaen Beach Road, Chon Buri
- NAKHON SPIRIT CRAFT 2026**
2 - 5 July 2026
Wat Wang Tawan Tok, Mueang District, Nakhon Si Thammarat

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EVENT AND CALENDAR

JULY 2026

- PHAYA SRI SATTA NAKARAT WORSHIP FESTIVAL 2026**
7 - 13 July 2026
Phaya Sri Satta Nakarat, Mekong Riverfront, Mueang District, Nakhon Phanom
- THAILAND DIECAST EXPO 2026**
10 - 12 July 2026
ICONSIAM Hall, 7th Floor, ICONSIAM, Bangkok
- MAELANOI CRAFT CAMP 2026**
11 July 2026
Henritai Resort, Mae La Noi District, Mae Hong Son

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EVENT AND CALENDAR

JULY 2026

- ISAN CREATIVE FESTIVAL 2026**
11 - 19 July 2026
TCDC Khon Kaen, Central Khon Kaen Campus, Si Chan Creative District, KICE Khon Kaen International Convention and Exhibition Centre, and other locations throughout the Northeast
- THAILAND MAGIC ARTS FESTIVAL**
18 - 19 July 2026
Mr. FOX LIVE HOUSE, Bangkok
- PA KAD CHIANG RAI 2026**
24 July - 2 August 2026
Kad Luang Chiang Rai, Chiang Rai

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EVENT AND CALENDAR

JULY 2026

- HROI RAENG FEST**
25 - 26 July 2026
Rovorn Beach, The Sala District, Nakhon Si Thammarat
- TAK BAT DOK MAI KHAO PHANSA 2026**
27 - 30 July 2026
Wat Phra Phutthabat, Ratchaworamahawhan, Saraburi
- UBON RATCHATHANI CANDLE FESTIVAL 2026**
28 - 30 July 2026
Thung Si Mueang, Ubon Ratchathani

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Festivals & Events

Mother's Day in Thailand



Mother's Day in Thailand is celebrated every year on 12 August to honour Her Majesty Queen Sirikit The Queen Mother, whose birthday falls on this date. It is one of Thailand's most important national occasions and is observed as a public holiday.

The day is marked by ceremonies across the country, including merit-making at temples, candle-lighting ceremonies, community events, and cultural performances. Government buildings, homes, and public spaces are decorated in blue, the colour associated with Queen Sirikit.

A cherished tradition is for children to present their mothers with jasmine flowers, which symbolize a mother's pure and unconditional love. Families often spend the day together, expressing gratitude and appreciation through gifts, meals, and quality time.

For visitors, Mother's Day offers a wonderful opportunity to experience Thailand's respect for family values and its rich cultural traditions through special events, performances, and beautifully decorated public spaces.

Peek Into Thailand

History of Tom Yum Goong



There is no doubt that Tom Yum Goong is one of Thailand's most famous dishes known all around the world. But, do you know where or how the name came about? Let's dive a bit into the history of Tom Yum Goong.

Tom Yum Goong originated in Central Thailand, particularly in the river basins where freshwater prawns were plentiful. Long before modern refrigeration, Thai cooks relied on fresh herbs and acidic ingredients to enhance flavor and preserve freshness. Lemongrass, galangal, kaffir lime leaves, chilies, and lime juice became the signature ingredients that define the soup today.

The name literally means Tom = to boil, Yum = a spicy and sour flavor profile, and Goong = shrimp or prawns.

Let's watch a video on Tom Yum Goong.

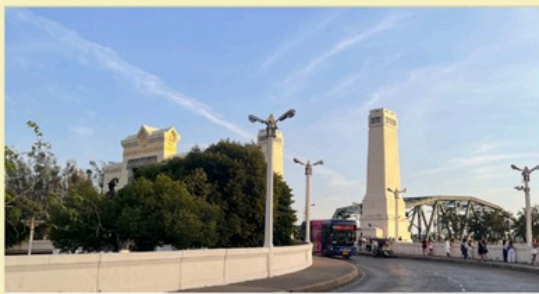
[▶ WATCH NOW](#)



Peek Into Thailand

Travel Bangkok

PHRA PHUTTHAYOTEA BRIDGE



A history brige across the Chao Praya River. There view sunsets view and old town. is perfect to photo. Near brige has flower market shopping.

Transportation

MRT blue line at Snamchai station.
Boat Chao Praya drop at Phra Phutthayotfa Bridge port, Asdand Port, Rajinee Port
Taxi, Grab, Bolt, INDRIVE, Line Man drive.
Bus 3, 6, 42, 82, 3-1, 3-2E, 4-1, 4-10R, 4-10L, 4-15, 4-37



HUA TAKHE OLD MARKET



Take a kayak baot trip to experience canel side life with services offered by Huahong kayak club with cats . Adding to the Market's charm.

Transportations

Airport raillink red line Ladkrabang.
Taxi, Grab, Bolt, InDrive, Muvmi, Line Man drive.
Bus สายbus 143 (1-47) 152 (1-49) 517 (1-56) 552E (3-25E) 1-73R 3-34



MANGKON KAMALAWAT TEMPLE (LENG NEI YI TEMPLE)



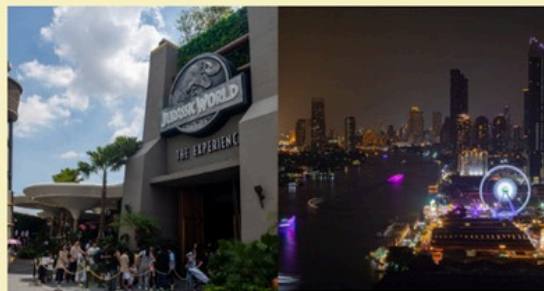
Bangkok's most famous Chinese buddhist temple. Popular during Chinese new year people come to pay for good fortune.

Transportations

MRT Blue Line, get off at Wat Mangkon Station (BL29).
Taxi, Grab, Bolt, InDrive, Muvmi, Line Man, Tuk-tuk.
Bus 2-52 (204), 204, 204 (AC Bus) (AC), 21, 53.



ASIATIQUE THE RIVERFRONT



The riverside night market and entertainment complex. Experience shopping, dining, and scenic Ferris wheel rides by the Chao Phraya River at night. And Special attraction The Jurassic World The Exhibition Bangkok

Transportations

BTS Green line, get off at Saphan Taksin and then transfer to the Asiatique shuttle boat.
Taxi Grab Bolt Line man Drive, indrive.
Bus 1, 15, 17, 75, 4-68.



Peek Into Thailand

Healing is the New Luxury: How Thailand's green season is redefining what it means to truly escape



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The rains come softly at first – a whisper through the rice paddies of Chiang Rai, a veil of mist settling over the limestone karsts of Phang Nga Bay. In a world where travellers are reimagining what meaningful escape looks like. The Tourism Authority of Thailand has named it plainly: Healing is the New Luxury. And nowhere is that truth more vivid than in the kingdom's lush green season, when the land exhales, turns impossibly green, and invites the visitor to slow down, breathe deeply, and be restored.

Experience the luxury from a different perspective with the author Khun Chattan Kunjara Na Ayudhya (Chat).

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Peek Into Thailand

TAT highlights Thailand's "Pay Like a Local" Cross-Border QR Payment readiness

The Tourism Authority of Thailand (TAT), under the Ministry of Tourism and Sports, is highlighting Thailand's readiness for Cross-Border QR Payment across the tourism sector under the "Pay Like a Local" concept. The initiative connects merchant adoption with traveller awareness, making digital payments more convenient for foreign visitors while opening new opportunities for Thai businesses.



READ MORE



Peek Into Thailand

Discover Thailand's Green Season

From May to October, Thailand's Green Season transforms the country into a lush paradise of emerald forests, cascading waterfalls, mist-covered mountains, and vibrant landscapes. With fewer crowds, refreshing weather, and great travel offers, it is the perfect time to experience a different side of Thailand.

Whether you're seeking outdoor adventures, wellness retreats, authentic local experiences, or sustainable travel, Thailand's Green Season offers unforgettable journeys filled with natural beauty and warm hospitality.

Discover Amazing Thailand—where every season is a beautiful season.

Chiang Mai, Chiang Rai, Suratthani

Explore the misty mountains of Chiang Mai and Chiang Rai, where scenic viewpoints, coffee plantations, and nature trails come alive. Discover the breathtaking rainforests and tranquil lakes of Khao Sok National Park, one of the world's oldest tropical rainforests, ideal for eco-adventures and wildlife encounters in Suratthani.



Peek Into Thailand

Krabi, Chantaburi, Rayong

Head to Krabi for dramatic limestone cliffs, hidden lagoons, and wellness experiences surrounded by nature, or visit Chanthaburi and Rayong during the fruit season to enjoy fresh tropical fruits straight from local orchards.



Kanchanaburi, Nan

HNature lovers can marvel at spectacular waterfalls in Kanchanaburi, explore the rolling hills of Nan, or experience community-based tourism in charming villages that celebrate local culture and sustainability.



Amazing Deals



VietJet Thailand Marks Malaysia Debut with "Bangkok-Kuala Lumpur" Service

VietJet Thailand has announced the launch of its first-ever direct service from Bangkok to Kuala Lumpur, further strengthening air connectivity between Thailand and Malaysia.

The new route marks Thai Vietjet Air's first direct connection to Malaysia and is part of the airline's international expansion strategy, which aims to meet growing leisure and business travel demand between Thailand and Malaysia.

With daily flights for the route, the first flight will be launched in October 2026. Check it out for the next travel plan.

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