

amazing
THAILAND

DISCOVER THAILAND'S HIGHLIGHTS
MAY 2016

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!

TAT UNVEILS THE INSPIRATION BEHIND “FEEL ALL THE FEELINGS,” SHOWCASING “LISA’S” ATTIRE AND LOCAL ARTISANAL PRODUCTS INTERTWINING THAI HERITAGE AND CULTURE WITHIN EVERY SCENE



The Tourism Authority of Thailand (TAT) has unveiled the official behind-the-scenes VDO of its latest TVC, “feel all the feelings,” featuring Lalisa “LISA” Manobal as the Amazing Thailand Ambassador. The campaign aims to comprehensively convey the charm and emotional depth of Thai tourism. In addition to the inherent beauty of various tourist destinations, it also features meticulously curated “fashion and locally-made handicrafts.” These elements enrich the narrative by profoundly reflecting Thai identity, way of life, and cultural aesthetics.

READ MORE



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

CONTACT US

Suite 22.01, Level 22, Menara Citibank
165 Jalan Ampang
50450 Kuala Lumpur, MALAYSIA
Telephone: +603 21623482

EMAIL: INFO@TOURISMTHAILAND.MY



Special Highlights

Travel Across Thailand With Buddy Rewards

The Tourism Authority of Thailand (TAT) is encouraging travel across the country with Amazing Thailand Ambassador LISA through the “Feel All the Feelings, Seeking Thailand’s Wonders”. The initiative invites travellers to discover the diversity of Thai destinations and turn their trips into rejuvenating experiences. Running from 1st May to 31st July 2026, the initiative offers two ways to participate: collecting points via Buddy Rewards, and submitting receipts from certified establishments under programmes such as Trusted Thailand, STAR (Sustainable Tourism Acceleration Rating), and Thailand Tourism Awards – for the chance to win 500 exclusive prizes.

Find out more about check-in places and how to participate and discover more of Amazing Thailand!

READ MORE



มาร่วมด้วย Amazing Thailand Ambassador
ลิซ่า กับ Buddy Rewards ให้ครบ 2,000 คะแนน
และรับ Photobox สุดพิเศษ 100 รางวัล

How to join the activity

Check the list of establishments

- 1 Plan trips and travel in Thailand**
 - Use services from establishments awarded or certified by TAT under one of these 3 categories (Please see the lists via QR codes on the left side):
 - Trusted Thailand
 - Thailand Tourism Awards 2025
 - Sustainable Tourism Acceleration Rating (STAR)
- 2 Collect your travel receipts**
 - Receipts must clearly show the business name and taxpayer ID, or any documents from hotels
 - Total spending must be at least 2,000 THB (combined receipts allowed)
- 3 Submit your information**
 - Complete the form with all required details.
 - Participants can collect receipts from multiple trips within the same selected region
 - If participants want to get more than 1 entry for lucky draw, please submit the new receipts as the receipts from the previous submission cannot be reused
- 4 Activity period**
 - Travel period: May 1 – July 31, 2026
 - Submission period: May 1 – August 3, 2026 (by 10:00 AM)
 - Winner announcement: August 31, 2026

Submit here

Terms and conditions

- Prizes are reserved only for participants who fully comply with all rules and conditions stated in the activity post on Facebook Page: Amazing Thailand.
- Prizes cannot be sold, transferred, exchanged, or assigned to others under any circumstances.
- Each winner is eligible to receive only one prize per category.
- This activity is reserved for participants aged 18 years and above. If a winner is under 18 years old, parental consent is required to claim the prize via a confirmation e-mail.
- All personal data and submitted receipts must reflect actual usage, be verifiable, and comply with all activity requirements. If there is any participant who engages in fraud or any act indicating an intention to commit fraud in participating in the activity, those participants will be disqualified.
- Participants and winners acknowledge and agree that the Tourism Authority of Thailand (TAT) will not be held responsible for any injury, loss, damage, or death, including property damage, arising from participation in this activity or prize redemption. Any unlawful acts or damages caused by participants or winners, before or after participation, shall be the sole responsibility of the participant or winner.
- By participating, participants are deemed to accept all terms, conditions, and privacy policies related to this activity.
- Participants agree to provide their information to the organizer and consent to receive updates and be contacted regarding the activity.
- Participants agree to provide their information to partners assigned by the TAT and be contacted regarding the activity for further processes related to the activity.
- 400 winners selected by random draw will be announced on 31 August 2026 via Facebook Page: Amazing Thailand. All of them have to provide further confirmation for delivering prizes via e-mail by 7 September 2026 (before 16:00 hours Thailand Time). If the selected participants fail to provide confirmation back to the TAT within the time period, backup winners will be selected instead. The tentative date for delivery will take place on 14 September 2026. However, the date is subjected to change without notice.
- Any additional costs, such as international import taxes or duties, will be the responsibility of the winners.
- The decision of the Tourism Authority of Thailand (TAT) is final.

Festivals & Events

May 2026 Festivals and Events in Thailand



May 2026 in Thailand offers a vibrant mix of culture, local traditions, and lifestyle experiences. Enjoy unique creativity at the Nan Skateboard Boat Race 2026, and witness natural wonder at the light phenomenon the Series. Savour local flavours at Satun Halal Street 2026. Experience lively northeastern traditions at the Bua Khok Ten Million Rocket Festival & Shrine Celebration 2026. Car enthusiasts can gather at Cars and Coffee On Vacation @ Songkhla 2026, alongside many other events taking place nationwide, making May a dynamic time to explore Thailand.

Plan your visit to Amazing Thailand to experience the colorful local celebration in May.



[READ MORE](#)

Peek Into Thailand



Discover A Taste of Paradise

“Thailand’s fruit season is a major highlight for travellers, especially if you enjoy fresh tropical produce like durian, mangosteen, rambutan, and mango. The season varies slightly by region due to climate differences.

Plan your trip to experience the best of Thailand's unique local fruits.



Peek Into Thailand

Eastern Region

Known as the fruit capital of Thailand, the eastern region is considered the best overall fruit destination. Provinces such as Chantaburi, Rayong, and Trat are famous for durian, mangosteen, rambutan, and longkong. This region is best to visit due to its variety, accessibility, and organized experiences. Peak season from April to June also offers fruit buffet orchards and festivals which are a bonus point for visitors. Supphatra Land in Rayong is one of the largest fruit orchards offering tram tours, fruit tasting, and is very tourist-friendly. To enjoy rare durian varieties, one can visit Suan Issaree Organic Farm in Chathaburi, one of the largest organic orchards, which is great for eco-tourism and also offers farm tours and a fruit buffet experience.



Northern Region

The peak season would be from May to August and key areas for northern focusing in Chiang Mai, Lamphun, and Chiang Rai. Fruits such as longan (lamyai), and lychee are in offer due to the cooler climate, which gives slightly different flavours. Accessibility and varieties are reason for Chiang Mai during fruits season. Mae Rim and San Pa Tong in Chiang Mai are famous for longan (lamyai), which is a signature fruit of the north. This area has many orchards and a local farm open seasonally to visitors. Chiang Rai offers premium lychee, which is sweeter and more aromatic due to the cool climate, whereas key areas like Mae Sai and Phan offer a more local and relaxed fruit experience.



Peek Into Thailand

Southern Region

Chumphon, Suratthani, Yala and Narathiwat in southern Thailand are known for durian, rambutan, and mangosteen, which are at their best season to visit from July to September if you miss one in the eastern region. Chumphon is a top fruit getaway in the south offering many farms for tours, festivals and orchards visit. In Ban Na San in Suratthani, which is famous for sweet and seedless longkong, you can combine fruit experience with a beach holiday. Betong in Yala is known for its premium durian, which is the best choice for Malaysian to enjoy the fruit season in Thailand. Bordering Pengkalan Hulu in Perak, Betong offers a very local experience with minimal tourism, suitable for travellers seeking something unique.



Central Region

The central region isn't as orchard-focused as other regions but still a great place to enjoy fresh tropical fruits with easy access to markets and short farm visits. For a fan of mango sticky rice, Bangkok and Ayutthaya are in season for mango from March to May. You can visit Or Tor Kor Market and Chatuchak Market in Bangkok to enjoy the best quality during their peak season.



Peek Into Thailand

Work with Meaningful Experience

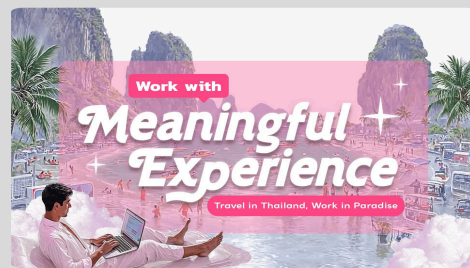
A workation in Thailand blends work and travel, allowing you to stay productive while enjoying a change of scenery. With reliable Wi-Fi, affordable living costs, and a wide range of co-working spaces and cafes, Thailand is a popular choice for remote workers.

From the beaches of Phuket and Koh Samui to the cultural charm of Chiang Mai and the vibrant city life of Bangkok, there are options to suit every lifestyle. A workation here offers a balance of productivity and relaxation—think morning meetings followed by sunset views, local cuisine, and weekend adventures.

It's an ideal way to recharge, stay inspired, and experience Thailand beyond a typical holiday. Thailand's Workation Paradise is calling;

- 100 Baht deals
- Inspiring workspaces
- A global remote community
-

READ MORE



Find out more and start your workation in the best and amazing way!

Chasing Sunsets on Thailand's Royal Blossom

Embark on the journey with Khun Chattan Kunjara Na Ayudhya, the writer, on how he captures Thailand's Royal Blossom – a reimagined fleet of Japanese carriages transformed by Thai artisans – turns scenic rail travel through rice paddies, river bridges, and golden stupas into a destination in its own right.

There is a specific kind of magic that only exists on the rails: a rhythmic, percussive lullaby that suggests the world is moving exactly as it should. For those of us who grew up under the cinematic spell of The Darjeeling Limited or the claustrophobic elegance of Murder on the Orient Express, the train is not a mere vehicle; it is a stage. In Thailand, that stage has found its most romantic iteration yet: the Royal Blossom, a luxury sightseeing train designed for immersive travel across some of the country's most scenic routes.

Stepping onto the platform at Bangkok's historic Hua Lamphong station, you feel the shift in atmosphere. While the sleek, modern terminals of the world prioritise efficiency, Hua Lamphong—with its high-arched ceilings and lingering scent of diesel and nostalgia—demands presence. Here, the Royal Blossom waits, gleaming in a deep cherry-red livery accented with gold, like a vintage jewel box ready to be opened.



READ MORE



News & Announcements

Plan Your Unforgettable Journey to Thailand

Thailand, the Land of Smiles, welcomes you with open arms, offering a perfect blend of culture, nature, and adventure. We provide you with a guide to ensure you have everything you need to plan your trip effortlessly. This guide, inspired by its resources, will help you prepare for your journey, make the most of your time in Thailand, and bring home lasting memories.



THAILAND

READ MORE



Amazing Deals

Experience the art of refined Thai dining at Baan Landai Fine Thai Cuisine 🇹🇭 ✨

Where authentic Northern flavors meet modern elegance—crafted from family recipes, fresh local ingredients, and a passion for culinary excellence.

From Michelin-recognized dishes to warm Thai hospitality, every moment here is made to be remembered 🍴🌿

For more information, please contact

📍 252/13 Prapokklao Rd., Sripoom,, Muang Chiang Mai, Thailand, 50200

☎ +66 65 848 4464



READ MORE



Amazing Deals

Suka Kembara with SUKA Travel

Suka Travel offers Thailand affordable and Muslim-friendly packages, an interesting itinerary, and a professional and experienced tour guide to make your trip more memorable and enjoyable.

Browse for more and book yours now!



3H2M GROUND ONLY MIN: 2 TO GO
Phuket Free & Easy
HARGA ALL-IN DARI
RM399



4H3M GROUND ONLY MIN: 4 TO GO
Bangkok Khao Yai
HARGA ALL-IN DARI
RM1,299



4H3M GROUND ONLY MIN: 4 TO GO
Bangkok Kanchanaburi
HARGA ALL-IN DARI
RM1,299



5H4M GROUND ONLY MIN: 6 TO GO
Chiang Mai Chiang Rai
HARGA ALL-IN DARI
RM1,299

READ MORE



TAT KL Features



Tourism Talk for Student Mobility Program with Polytechnic Sultan Idris Shah

On the 9th of April, TAT KL gave a presentation to a delegate of students and lecturers from Polytechnic Sultan Idris Shah for their student mobility program at Buri Sriphu Hotel, Hatyai.

The talk/presentation is to explain about TAT, the roles of TAT, the destinations in Thailand and also updates on the Malaysian market to Thailand. The event was from 2pm to 5pm.

The delegation total number of pax are 40 students and 4 lecturers with 35 from the students are first time visitors to Thailand and from the Gen Z segment aged 20-21.

The delegation also visited Ko Libong, Trang for a community service program and also Satun for eco-tourism during their field trip from 8-12 April 2026