

E-NEWS

TOURISM AUTHORITY OF THAILAND

KUALA LUMPUR OFFICE

DISCOVER THAILAND'S HIGHLIGHTS
SEPTEMBER 2025

INDULGE IN MAJESTIC ADVENTURES

KO HIN NGAM, TARUTAO NATIONAL PARK
SATUN

SEPTEMBER 2025 ISSUE

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!



ENTRY
THAILAND

Amazing
THAILAND

TRAVELING TO THAILAND MADE EASIER!

Plan your trip with confidence through the Entry Thailand Web Portal – the one-stop platform for all essential travel information and services.

From entry procedures to key travel applications, everything you need is right here—all in one place!

📱 Start your seamless journey today: entrythailand.go.th/en

[READ MORE AT E-NEWSLETTER SEPTEMBER 2025](#)

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EVENTS & FESTIVALS

FESTIVALS AND EVENTS

IN THAILAND

SEPTEMBER 2025

TAT NEWS
Tourism Authority of Thailand Newroom



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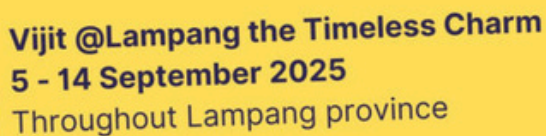
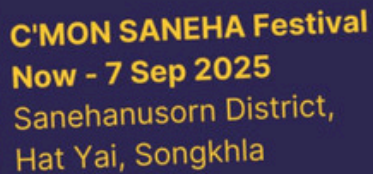
SEPTEMBER 2025 FESTIVALS AND EVENTS IN THAILAND

Step into a vibrant September 2025 in Thailand with festivals, sports, and cultural wonders! Feel the rhythm at the C'MON SANEHA Festival and marvel at the icy magic of Vijit@Hatyai Saneh Thai Ice Dome. Experience the lakeside charm at Hello Phatthalung RimLake 2025 and discover tradition at the Akha Swing Festival 2025. Rock out at Rayong Log Jam 2025, sip local flavors at the Nan Coffee Farmer's Fest 2025, and run along stunning coastlines at the Scenic 1/2 Marathon Krabi 2025. Celebrate heritage at Sat Duen Sip Festival and more. September is set to shine with unforgettable experiences across the country.

[Read More>>](#)

IN THAILAND

SEPTEMBER 2025



FESTIVALS AND EVENTS

IN THAILAND SEPTEMBER 2025



The Akha Swing Festival 2025
6-7 September 2025
Lan Phra Siam Thewathirat,
Mae Fah Luang District, Chiang Rai



Rayong Log Jam 2025
5-7 September 2025
Mae Ramphueng Beach, Rayong



Scenic 1/2 Marathon Krabi 2025
6-7 September 2025
Hat Nopparatthara - Mu Ko Phi Phi National Park, Krabi



Bangkok Gems & Jewelry Fair
9-13 September 2025
Queen Sirikit National Convention Center
(QSNCC), Bangkok

FESTIVALS AND EVENTS

IN THAILAND

SEPTEMBER 2025



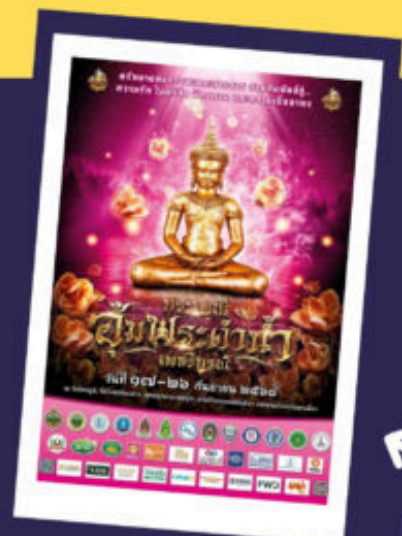
Nan Coffee Farmer's Fest 2025
12-14 September 2025
Lan Khuang Noi, Mueang Nan District, Nan



Sat Duen Sip (The Tenth Lunar Month) Festival and Nakhon Si Thammarat Red Cross Fair 2025
12 - 26 September 2025
Princess Mother 84th Anniversary Park, Nakhon Si Thammarat



Krabi Skimboard Competition
13 -14 September 2025
Ao Nang, Krabi



Um Phra Dam Nam Festival 2025
17 - 26 September 2025
Trai Phum temple and the pier of Bot Chanaman temple, Phetchabun

FESTIVALS AND EVENTS

IN THAILAND SEPTEMBER 2025



**Thailand International Senior
Beach Tennis Open 2025**
19-21 September 2025
Greta Sport Club, Pattaya

**Art and Craft Festival in
Ban Chiang**
19-21 September 2025
Ban Chiang World
Heritage, Udon Thani



Illuminated Boat Procession
27 September - 8 October 2025
Along the Mekong River, Mueang District,
Nakhon Phanom



EVENTS & FESTIVALS



AKHA SWING FESTIVAL 2025 CELEBRATES HILL TRIBE TRADITIONS IN CHIANG RAI

Come and join us to experience one of Chiang Rai's most vibrant ethnic celebrations — the Akha Swing Festival 2025. This cultural event offers a rare opportunity to witness the living heritage of the Akha hill tribe, celebrated only once a year in various communities across Chiang Rai.

The Akha Swing Festival marks the Akha New Year and honours E-Um Sa Yae, the goddess believed to bring abundance to crops and the land. It also reflects the Akha people's deep respect for women — Akha women prepare ornate traditional dress months in advance, worn especially for this festival. At the heart of the celebration is the swing itself, built from large wooden beams and used in symbolic rites and festive games.

The events are scheduled from 4 to 8 September at Ban Phahee, Mae Sai District, and from 6 to 8 September at Ban Pha Mee, Mae Sai District.

[**Read More>>**](#)

EVENTS & FESTIVALS

ตารางกิจกรรม

วัน	เวลา	กิจกรรม
23 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
24 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
25 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
26 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
27 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
28 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
29 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี
30 สิงหาคม 68	18.30 น.	การแสดงดนตรีวงดนตรี

VIJIT @ Udonthani

**เส้นทางแสง
ศิลป์ ตื่นจิตตื่นใจ**
SECRET LIGHT JOURNEY

DIRECTORY BOARD

จุดจัดแสดง
22-31 สิงหาคม 68
18.00-21.00 น.

จุดชมแสง / Exhibition

1. ทิวทัศน์เมืองอุบลราชธานี
2. สะพานวิจิตร
3. สวนพฤกษศาสตร์
4. วิจิตรแสงแห่งศรัทธา
5. ต้นไม้แห่งจิตวิญญาณ
6. สวนพฤกษศาสตร์เรืองแสง
7. ดิฉันอยู่คนเดียว
8. สายสัมพันธ์แห่งเวลา
9. วิจิตรธรรมทานานิคม
10. สรวงสวรรค์นิทาน
11. ศูนย์กลางแห่งจิตวิญญาณ

VIJIT @ HATYAI: ICE DOME

Experience the ultimate chill and be amazed by spectacular ice sculptures, brought to life with dazzling lights, colors, and sounds at Vijit @ Hat Yai – Saneh Thai Ice Dome.

🌟 Special Highlight! Enjoy FREE entry throughout the entire event.

Come explore, take photos, and check in without spending a dime

Enjoy free admission all event long!

August 29 – September 21, 2025

🕒 11:00 AM – 9:00 PM

at Hatyai Municipality Park, Songkhla

Come & chill in Hatyai!

[Read More>>](#)



Thailand Festival Experience

Amazing Thailand
Grand Tourism
and Sports Year
2025

amazing
THAILAND

VIJIT
amazing
THAILAND @ HAT YAI

เล่นหิมะไทย ICE DOME



29 สิงหาคม **- 21** กันยายน 2568
AUGUST - SEPTEMBER 2025

11.00-21.00 น. ณ สวนสาธารณะเทศบาลนครหาดใหญ่ จังหวัดสงขลา
Hrs. Hatyai Municipality Park, Songkhla

i1672
Travel buddy
เพื่อนร่วมทาง

THAILAND
Thailand
Festival

EVENTS & FESTIVALS

Narathiwat Province
Khong Dee
Mueng Nara Fair 2025
13- 22 September 2025

Location: The Commemorative Public Park of the 72nd Birthday Anniversary (King Rama V Park), Mueang District, Narathiwat Province

- Longkong Fruit Festival
- Krajud Handicraft Festival
- Arts and Crafts Product (Silapacheep) Exhibition
- Zebra Dove Singing Contest for the Royal Trophy
- Exciting Boat Races featuring Kolae Boats, Yo-Kong Boats, and Khotchasi Boats, all competing for the Royal Trophy

**48TH KHONG
DEE MUENG
NARA FAIR
2025 IN
NARATHIWAT**

Come and enjoy a wide variety of cultural and recreational activities, including:

- Longkong Fruit Festival
- Krajud Handicraft Fair
- Arts and Crafts (Silapacheep) Exhibition
- Zebra Dove Singing Contest for the Royal Trophy
- Exciting Boat Races featuring Kolae Boats, Yo-Kong Boats, and Khotchasi Boats, all competing for the Royal Trophy

Date: 13 – 22 September 2025

Venue: The Commemorative Public Park of the 72nd Birthday Anniversary (King Rama V Park), Mueang District, Narathiwat Province.

Experience differences in the far south of Thailand!

SPECIAL HIGHLIGHTS

ENTRY THAILAND: ONE-STOP SERVICES

Entry Thailand is a digital platform accessible to tourists, offering a one-stop service for tourism information updates. This one-stop platform facilitates the needs of tourists ranging from Thai Visa, train ticket booking, bus, train, and flight tracking, accommodation reservation at national parks, and many more.

The Entry Thailand platform provided a few categories for easy access for tourists to gain information.

1. Tourism Services System offering Thai E-Visa, Tourist Police Assistance, National Park Reservation, Thai Health Pass, Train Ticket Booking System and Train Tracking System, Now Muay Thai, and VAT Refund for Tourists, among others.
2. Travel Information offering updates on Bus Line of Bangkok Mass Transportation, Flight Status, Thailand Privilege Card, Cultural Calendar, Unseen Heritage, and OTOP Today among the services.
3. Tourism Information for All Provinces in Thailand - the information is divided by region in Thailand: Bangkok, Northern, Southern, Central, Northeastern, and Eastern. Information included festivals and events, and places of interest.
4. Government Directory will redirect visitors to related government agencies for updates.

[More Info>>](#)



PEEK INTO THAILAND

TRAIN TO HAT YAI: A CHARMING ADVENTURE

There's a certain charm to train travel – watching city skylines fade into rolling hills while you relax and enjoy the journey. Hat Yai trip began aboard the MY Sawasdee Train, a direct route from Kuala Lumpur that was as convenient as it was comfortable. Spacious seats, smooth travel, and an onboard café turned the ride into more than just a way of getting there – it became part of the adventure.

"Hat Yai greeted us with energy and warmth the moment we stepped off the train. Bright smiles, colourful banners and traditional dancers created a lively first impression, hinting at the hospitality to come. From bustling shopping streets and seaside cafés to local snacks and golden temples, Hat Yai is one of southern Thailand's underrated gems."

Read more charming experiences of the writer Bay Haqqi of Borneo Bulletin on the vibrancy of the south.



[Read More>>](#)

PEEK INTO THAILAND

SLOW YOUR LIFE DOWN AND LET THE CHARMS OF THAILAND CATCH UP WITH YOU

In an instant gratification and rapid transit age, slowing down remains a profound, almost forgotten joy. Nowhere is this more apparent than on the railways of Thailand, where the rhythmic clatter of wheels on steel tracks becomes the soundtrack to an unfolding tapestry of emerald rice paddies, ancient temples, bustling markets, and the everyday lives of a vibrant nation. Traveling by train in Thailand isn't merely about getting from A to B; it's an immersive, sensory experience, a rolling panorama that awakens the soul and offers a glimpse into the country's authentic spirit.



TAT Newsroom is the official online newsroom of the Tourism Authority of Thailand.

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Tourism Authority of Thailand Newsroom



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PEEK INTO THAILAND



SEEING GREEN IN THAILAND

Thailand has some of the best nature attractions or animals to be found in the world. Here we highlight some destinations to visit in Thailand to enjoy nature at its best.!

PEEK INTO THAILAND



KHAO YAI – BEST FOR ANIMAL SPOTTING

Thailand's first national park established in 1962 and a UNESCO World Heritage Site, Khao Yai is located about three hours from Bangkok. In the late afternoons, park rangers organize wildlife safaris, which give you a chance to see a lot of animals. With a good chance to see large pythons, wild boars, or if you're lucky even wild elephants. For those who prefer their own pace, can trek to the waterfalls in Khao Yai.

PEEK INTO THAILAND



KOH SURIN – BEST FOR SNORKELLING

For an adventure under the sea, look no further than Koh Surin. A small archipelago on the Andaman Sea, it is surrounded by fabulous coral reefs that lies close to the surface. A haven for snorkelers.

PEEK INTO THAILAND



PHU CHI FA – BEST FOR MISTY MOUNTAIN TOP

One of Thailand's most beautiful landscapes can be admired at the top of Mount Phu Chi Fa, a two-hour drive from the northern city of Chiang Rai. It sets for a great motorcycle adventure for two-wheels enthusiasts. The best way to enjoy the misty mountain is to enjoy Phu Chi Fa during sunrise. Therefore, a stay in one of the small guesthouses near the top is highly recommended.

AMAZING TASTE



THE CHARACTERISTICS OF THAI FOOD

Thai cuisine is known for its aromatic flavors, balanced combination of sweet, sour, salty, and spicy tastes, and emphasis on lightly prepared dishes. Key dishes include the stir-fried noodles such as Pad Thai, the ever-popular hot and sour Tom Yum soup, the rich coconut-based Tom Kha Gai, and various curries like Green Curry and Massaman Curry. Other popular dishes are Som Tam (green papaya salad) and Khao Soi (Northern Thai noodle dish).



The Characteristics **OF THAI FOOD**

KEY POINTS

Flavors

Dishes are created with a balance of five fundamental flavors: sweet, sour, salty, bitter, and spicy.

Fresh Ingredients

Thai food emphasizes fresh herbs like lemongrass, basil, and cilantro, as well as fresh fruits and vegetables in its dishes.

Staple Food

Rice, particularly jasmine rice, is an essential component of Thai meals, often served with soups, curries, and other side dishes.

Fine Cuisine vs Street Food

Thailand is famous for its vibrant street food scene, offering a wide array of snacks, noodles, and quick meals from numerous food stalls. But to enjoy Thai food in a more classy and elegant scene is always in offer everywhere in Thailand.



TAT KL FEATURES



TAT AT MITM KUALA LUMPUR 2025

The Tourism Authority of Thailand participated in the Malaysia International Travel Mart (MITM) Travel Fair held in Mid Valley Exhibition Centre (MVEC) Kuala Lumpur 1-3 August 2025. The Thailand booth was joined by sellers from Bangkok, Chiang Mai, Krabi, as well as representatives from airlines, Thai Airways and Bangkok Airways.

TAT is running “Buy & Win” contest for visitors who buy Thailand packages and services during the 3-day event to win a return flight ticket to Bangkok with Thai Airways.



MYSAWASDEE FORTUNE DRAGON EXPRESS 3.0

A chartered train from KL to Hat Yai organized by Golden Century Travel and Tours from 7-11 August that is in its 3rd edition. The train trip this time was supported by the Tourism Authority of Thailand by bringing in not only Malaysians, but also Singaporeans and Bruneians to Southern Thailand, which highlights Songkhla, Phattalung, and also Nakhon Sri Thammarat with fruit buffets as well.

The train was flagged off by TAT's Deputy Governor for International Marketing Asia and South Pacific, Ms Pattaraanong Na Chiangmai in KL Sentral. The train received a warm and exciting welcome in Hatyai by TAT Hatyai and partners.

TAT KL FEATURES



SALES PROMOTION B2B THAILAND-MALAYSIA AT SATUN

From 19-21 August, a Sales Promotion B2B Thailand-Malaysia was organized in Satun. Organize by the Tourism Council of Satun & Thailand, the event supported by Tourism Authority of Thailand with TAT KL joining as an observer.

The event highlight was a B2B session and Dinner on the 19th August, which was joined by 70 travel agents from various states in Malaysia under the invitation by Malaysian Inbound Tourism Association (MITA) and 127 pax of Thai Sellers from various Southern provinces such as Satun, Songkhla, Trang, Phattalung, Krabi, Phuket and Surrathani.

Ms Pattaraanong Na Chiangmai, the Deputy Governor of International Marketing Asia and South Pacific, attended the event as a representative of Tourism Authority of Thailand.

The event continued on 20th August with the Malaysian group visiting sights around Satun which include Thung Nui Hotsprings and Wang Sai Thong Waterfall with rafting activities as well, before returning to Malaysia on the 21st of August.



TAT AT KUALA LUMPUR PHOTOGRAPHY FESTIVAL (KLPF) 2025

From 15-17 August, the Tourism Authority of Thailand participated in KLPF 2025. The event was held at KL Gateway Mall featuring photo exhibitions, cultural performances, inspiring talks, panel discussions, and workshops.

The 29th edition offers insight into photography, the latest equipment, and also the Buyers Contest with more than 30 booths. TAT was promoting the various destinations in Thailand that suit the needs of photography in terms of cultural, beautiful landscapes, and unique attractions.

SPECIAL FEATURE



SELAMAT DATANG & WELCOME!

ISelamat Datang and Welcome. TAT KL warmly welcomes our new Deputy Director, Ms Lalitsuda Sripoonpuck as she begins her posting in Kuala Lumpur. We look forward to working together as a team. Once again, Selamat Datang ke Malaysia.