

# E-NEWS

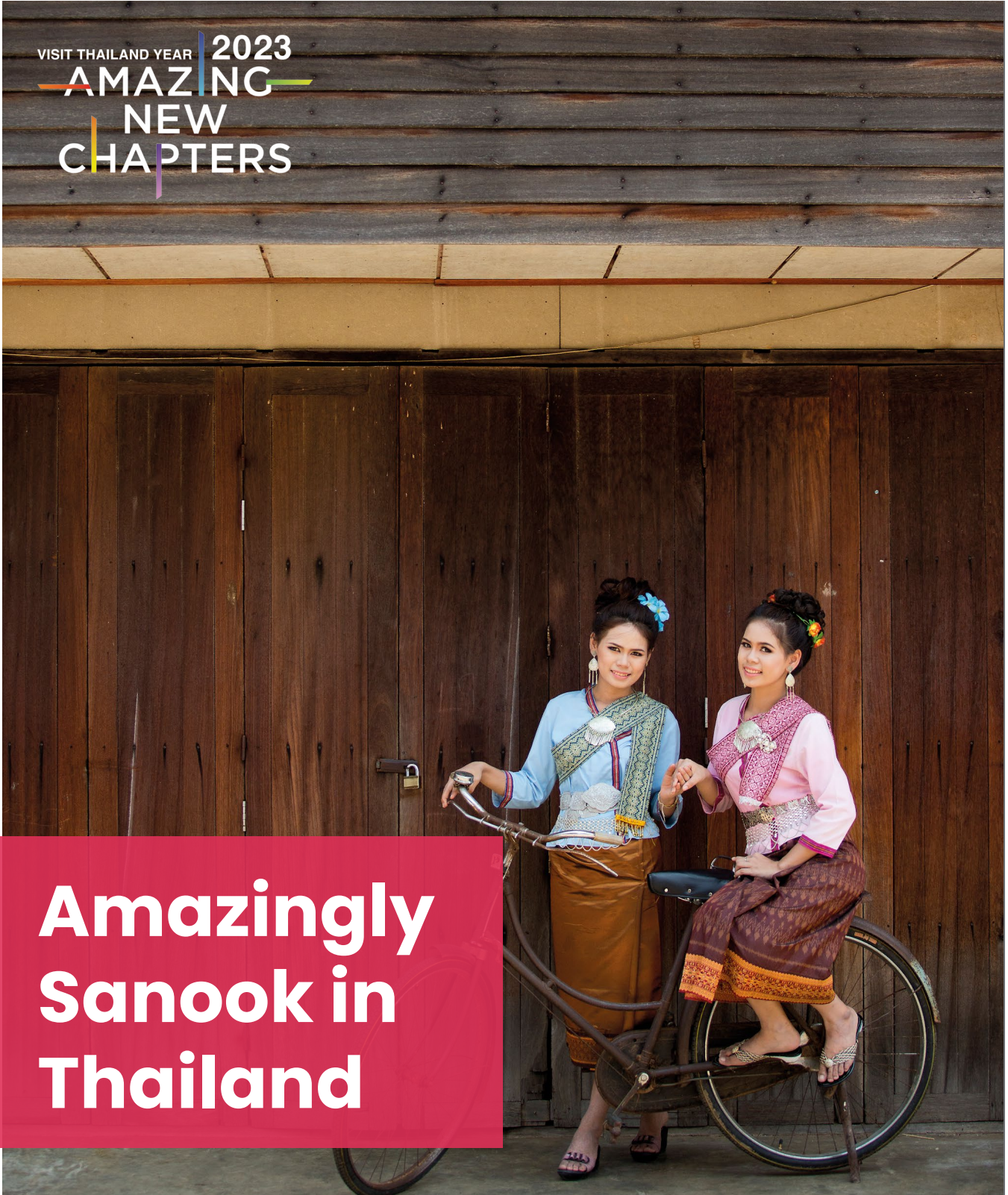


Tourism Authority of Thailand Kuala Lumpur

June 2023

VISIT THAILAND YEAR 2023  
**AMAZING**  
NEW  
CHAPTERS

## Amazingly Sanook in Thailand





# 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!

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## Thailand Sanook Festival 2023

# TAT KL ACTIVITIES

The Tourism Authority of Thailand, in collaboration with the Royal Thai Embassy, and Royal Thai Consulate-General in Penang organized the Thailand Sanook Festival 2023 from 9 to 11 June 2023 at Gurney Plaza Penang. The event is a unique opportunity for everyone to immerse themselves in Thailand's fascinating culture and traditions, food, and products.

A total number of 21 booths comprise Thai food, products, travel partners, and DIY activities a welcome sight for people, especially Penangites having a taste of Thailand under one roof. A diverse range of cultural performances, and cooking demos, score a hit with locals.

The opening ceremony was attended by the Honorable Chief Minister of Penang, Mr. Chow Kon Yeow, H.E Mrs. Lada Phumas, Ambassador of Thailand to Malaysia, and Mr. Tanes Petsuwan, Deputy Governor of International Marketing-Asia and South Pacific, Tourism Authority of Thailand.







## Amazing Thailand Grand Sale 2023

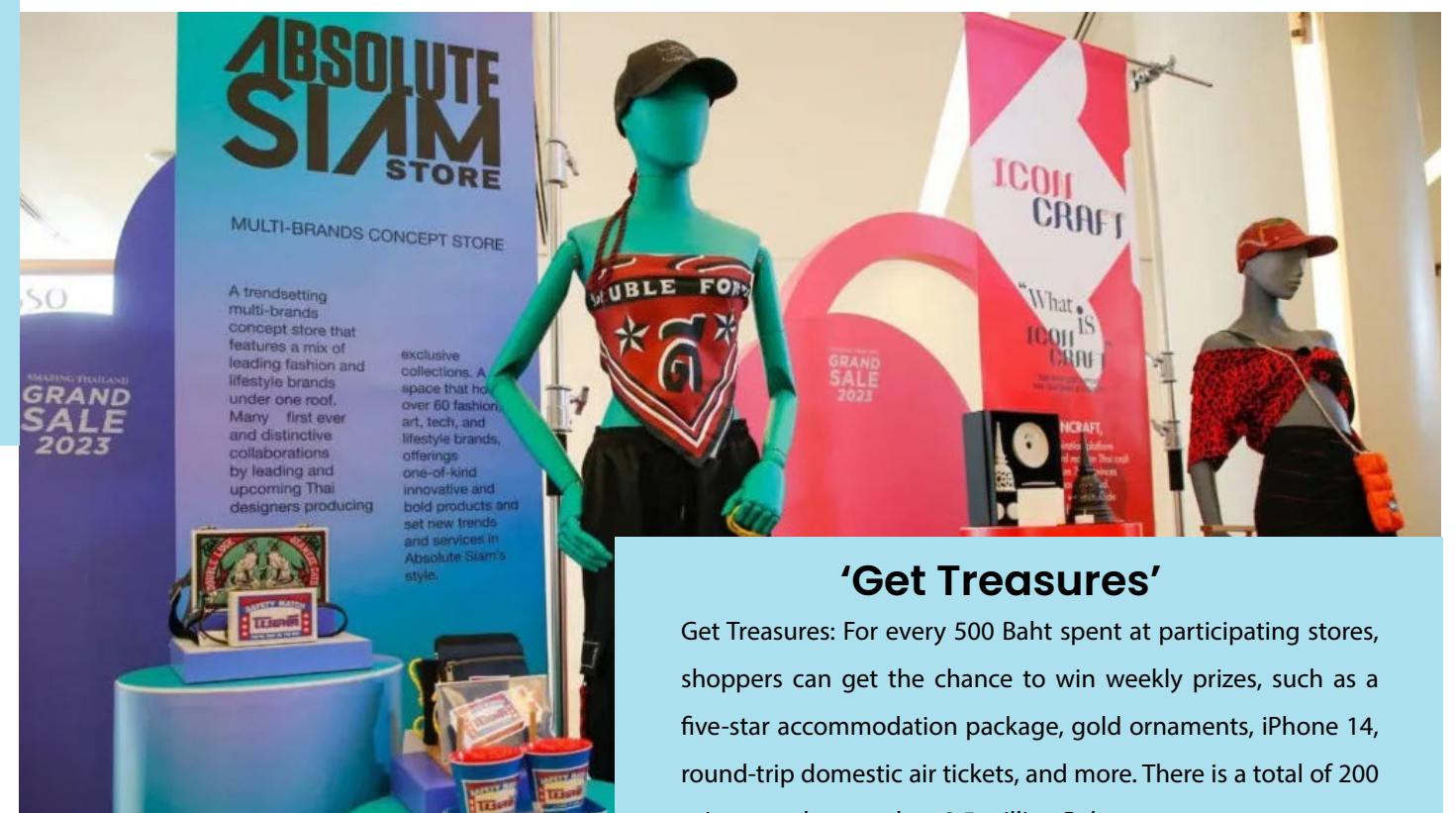
The Amazing Thailand Grand Sale 2023 with the concept of 'Hunting Season' will be held from 15 June to 15 August in Bangkok, Chiang Mai, Phuket, Udon Thani, Chon Buri (Pattaya), and Songkhla (Hat Yai) offering more than 10,000 shopping deals at over 10,000 participating stores.



## SPECIAL HIGHLIGHTS

### Join the 'Hunting Season'

As well as special deals and up to 80% discounts at major department stores, airlines, hotels, spas, and shopping platforms, there are privileges for foreign and Thai tourists under the '3 Get' campaign.



### 'Get Treasures'

Get Treasures: For every 500 Baht spent at participating stores, shoppers can get the chance to win weekly prizes, such as a five-star accommodation package, gold ornaments, iPhone 14, round-trip domestic air tickets, and more. There is a total of 200 prizes worth more than 2.5 million Baht.



## 'Get Thai Craft'

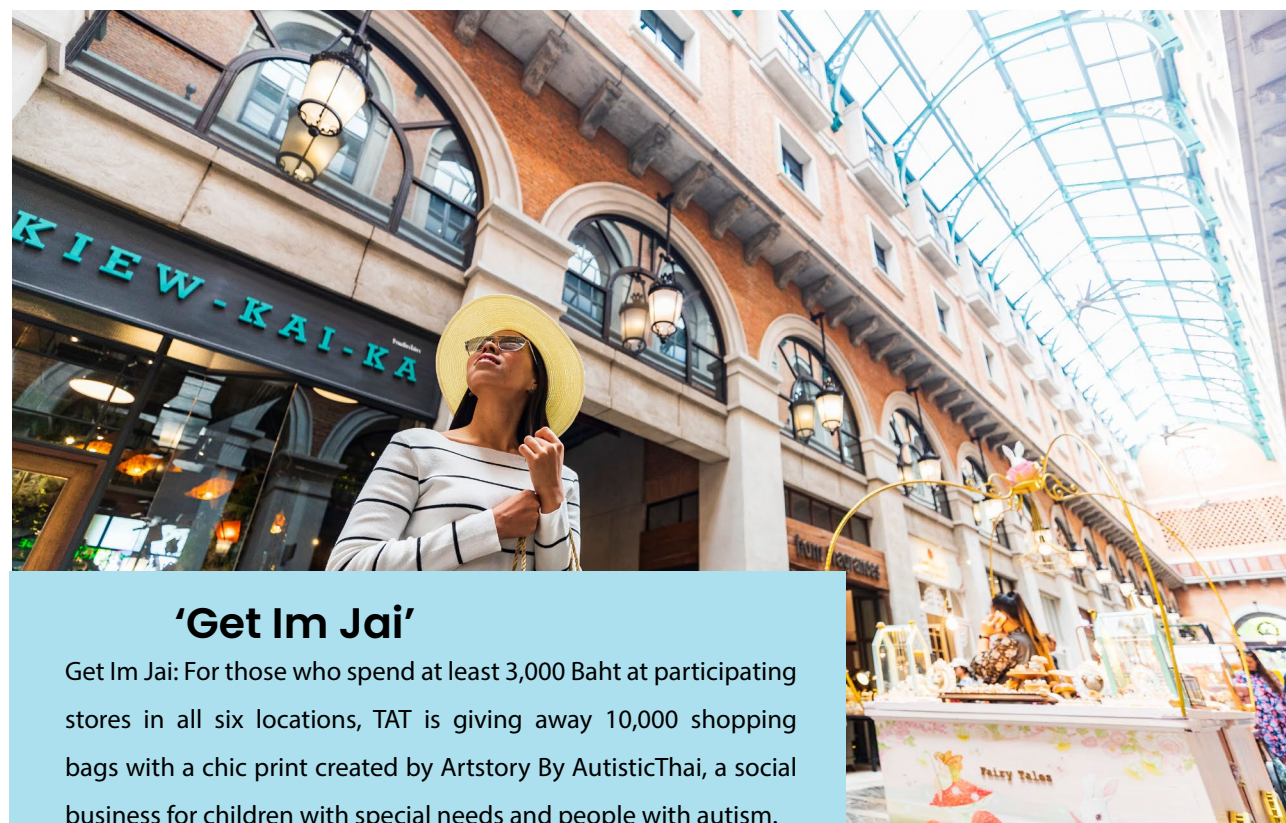
Get Thai Craft: For foreign tourists when spending at least 5,000 Baht at the stores displaying the VAT Refund for Tourists sign, TAT is giving away 20,000 Thai craft souvenirs from five local communities. Tourists can get the souvenirs at the VAT Refund counters at six international airports – Suvarnabhumi, Don Mueang, U-Tapao-Rayong-Pattaya, Chiang Mai, Phuket, and Hat Yai.



## How about a challenge?

Other sale promotions include the TikTok Creators Challenge, See Post Get Code, LIVE Flash Sale, and Pay Day (8.8) via online platforms and Troop giving-away activity in six locations.

For more information on the Amazing Thailand Grand Sale 2023, visit the Facebook page Amazing Thailand Grand Sale, LINE Official Account: Amazing Thailand Grand Sale, or website (click on the photo below)



## 'Get Im Jai'

Get Im Jai: For those who spend at least 3,000 Baht at participating stores in all six locations, TAT is giving away 10,000 shopping bags with a chic print created by Artstory By AutisticThai, a social business for children with special needs and people with autism.





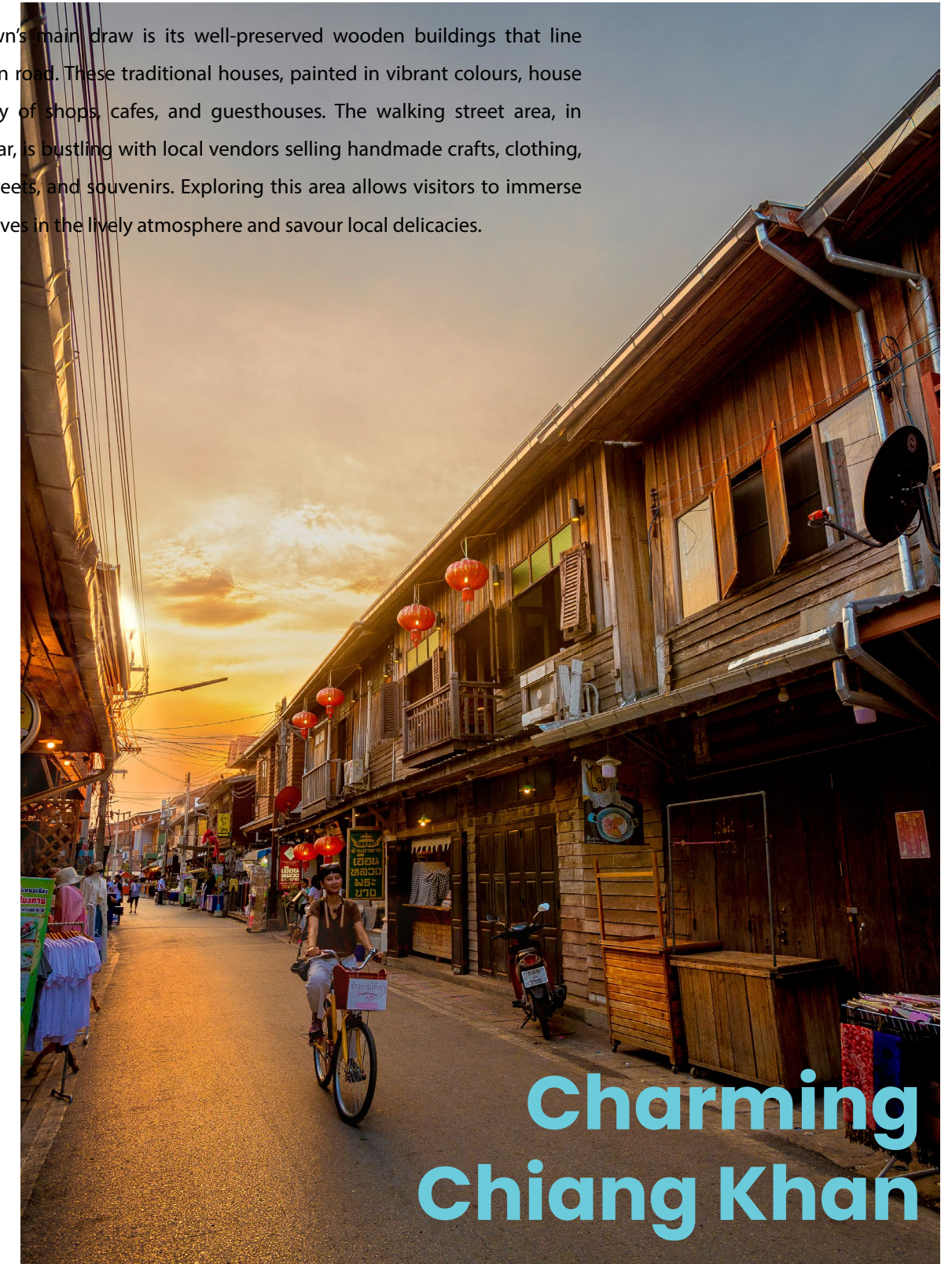
# PEEK INTO AMAZING THAILAND

A Charming Chiang Khan, Loei

Chiang Khan is indeed a charming small town on the Mekong River in Loei province, northeastern Thailand. It's picturesque attractions and cultural heritage make it a popular destination for travellers seeking a glimpse of traditional Thai life and natural beauty.

# PEEK INTO AMAZING THAILAND

The town's main draw is its well-preserved wooden buildings that line the main road. These traditional houses, painted in vibrant colours, house a variety of shops, cafes, and guesthouses. The walking street area, in particular, is bustling with local vendors selling handmade crafts, clothing, local sweets, and souvenirs. Exploring this area allows visitors to immerse themselves in the lively atmosphere and savour local delicacies.





# Charming Chiang Khan, Loei



Chiang Khan is blessed with spectacular mountain scenery, offering breathtaking views of sunrise and sunset. Nature enthusiasts can explore various waterfalls such as Pha Tad Waterfall, Huai Mae Plong Waterfall, and Huai Mae Pla Dong Waterfall, which are perfect for adventure and nature-based tourism.

The scenic beauty of the Mekong River is another highlight of Chiang Khan. Visitors can take a boat ride along the river to admire the surrounding landscapes and witness the local way of life. Additionally, engaging in activities like cycling or walking in the nearby rice fields and exploring the neighbouring villages provides a deeper understanding of the local culture.

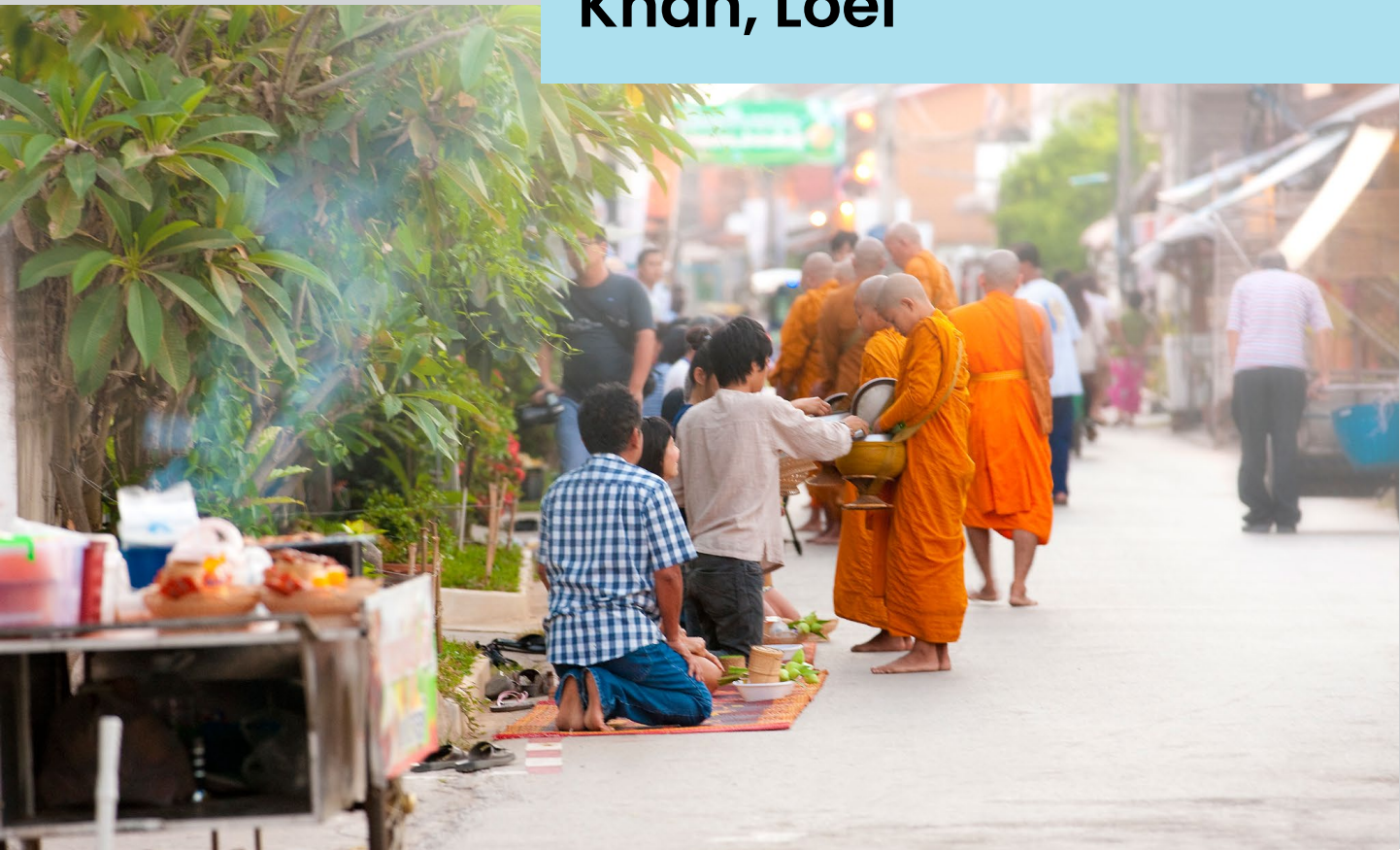
# Peek Into Thailand

For those interested in spirituality, visiting the town’s temples is a must. Wat Mahathat, situated in the heart of Chiang Khan, is a revered Buddhist temple featuring a beautiful golden pagoda. It serves as a place of worship and a venue for local festivals and events.

Chiang Khan provides a relaxed and authentic atmosphere for tourists to experience the rich traditional culture and natural beauty of northeastern Thailand. Its charming old town, traditional wooden houses, narrow streets, and the serene Mekong River make it a delightful destination worth exploring.



## Charming Chiang Khan, Loei





# Kanchanaburi–A town full of history

A trip to Kanchanaburi is the perfect getaway for lovers of nature, culture, and good food. Read more the experience of the writer, PATTARAWADEE SAENGMANEE in Kanchanaburi on Bangkok Post.

Read [HERE](#)>>

