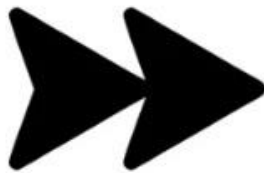




Amazing Thailand
Product Presentation & Thai Cinema Night
28 August 2025
in Amsterdam

Numbers of Dutch visitors in Thailand

-
- January – December 2024 :
261,467 (+7.61% YOY)
 - January – August 2025 :
195,004 (+10.08% YOY)





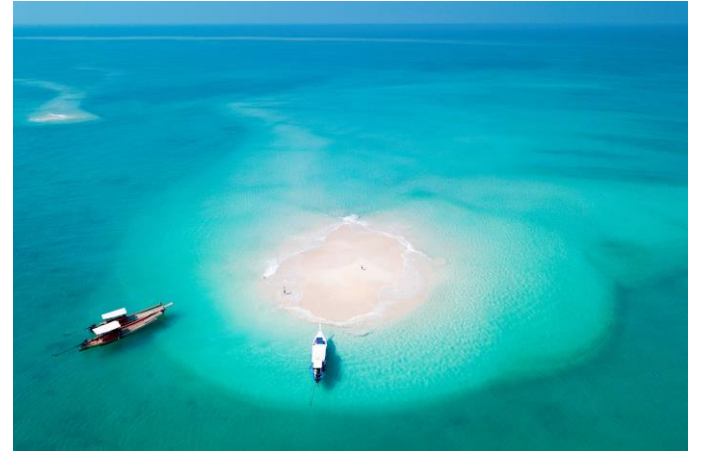
Dutch visitors' reaction to Thailand

(source : TAT 2024 survey)

- Satisfaction rate : 98%
- 44% : « Thailand meets expectations. »
- 56% : « Thailand exceeds expectations. »

Top 5 favorites

1. Thai food
2. Beach
3. Cultural visit
4. Wellness
5. Nightlife





1. Thai Fine-Dining

- 30 Michelin Star restaurants in Bangkok and Phuket
 - Try Sorn*** / R-Haan** / Potong* and many more...
- Street food galores
 - Chinatown is a classic spot, but also Banthadthong Road, and Songwat Road (very hype!)

2. Beach

- Phang Nga Bay private speed boat excursion;
- Phuket Sun Set cruise on a private catamaran;
- Private diving trip around Ko Tao island...



(Royal Phuket Marina)



3. Cultural visit

Bike Tour : Co van Kassel, Just Nok, Bangkok Bike Adventure...



River Cruise & Dinner : Manorah (Anantara Riverside), Saffron (Banyan Tree)...



4. Wellness

4.1 Traditional Thai Massage:

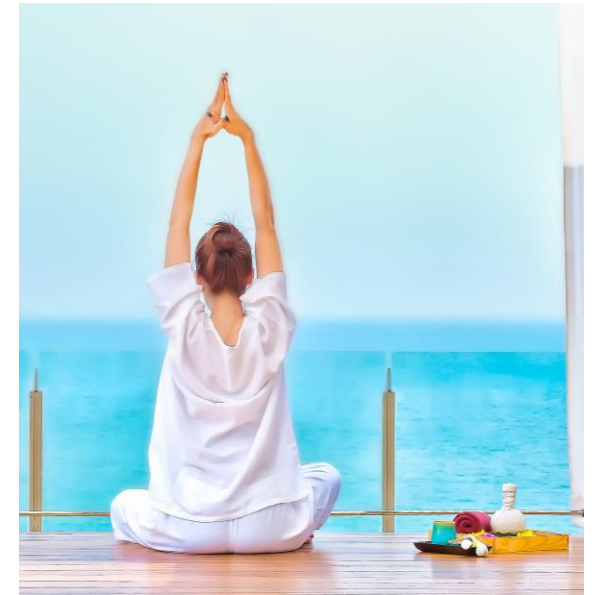
- Wat Pho (temple and massage school)

4.2 Day spa chains:

- Oasis / Rarinjinda / Let's Relax / Healthland / Divana...

4.3 Awarded wellness resorts:

- Kamalaya (Samui) / Banyan Tree (Krabi) / Sapaiya spa (Mae Hong Son), Santhiya (Ko Yao Yai...





5. Nightlife

5.1 The must-sees:

- Skywalk (Mahanakhon Building)
- Skybar (Lebua)
- Vertigo (Banyan Tree)
- Baiyoke Sky (Baiyoke 2 building)

5.2 The newbies:

- Spire Bar (Dusit Thani)
- Akara Sky Hanuman Rooftop Experience



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UNFORGETTABLE THAILAND...

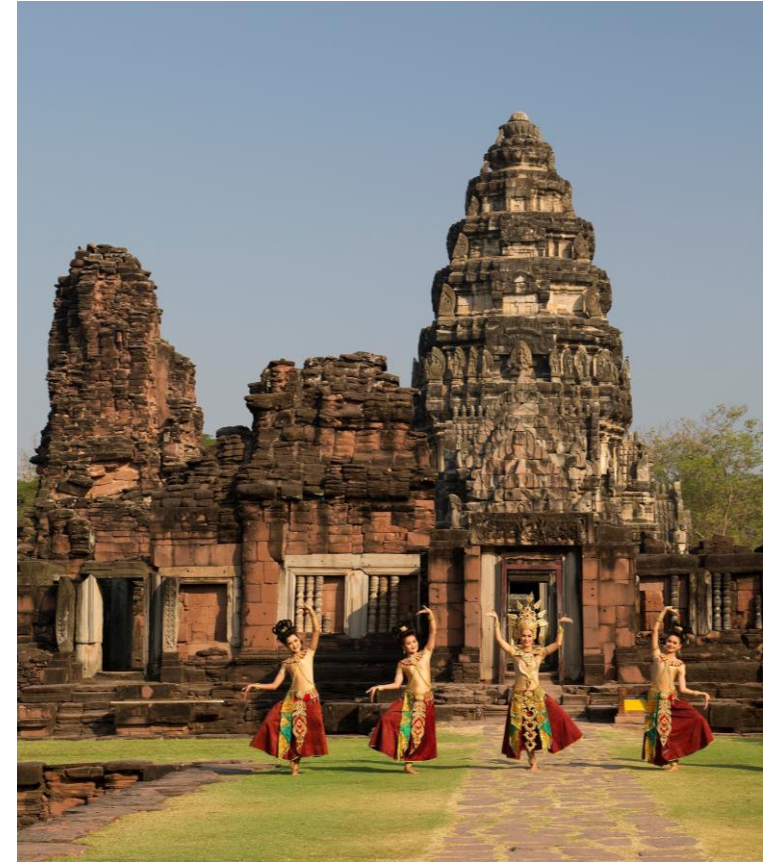
SPECIAL ITINERARIES FOR 2026



1) The Heritage Expedition (North)



2) The Coast-to-Coast Journey (South)



3) The Isan Road Trip (Northeast)

These itineraries make exciting roundtrips packed with discoveries and experiences. They showcase both major cities and lesser-known areas, offering a good balance between the must-sees and hidden gems. Therefore, they are suitable for first-timers and re-visitors alike. Moreover, each of these routes covers a specific region, with a distinctive set of attractions. They are thematic and can cater to different categories of travelers, depending on their liking and style.

1. The Heritage Expedition:



This northern itinerary starts in Chiang Mai, before going to Chiang Rai, Phayao, Nan, Phrae, and Sukhothai. On this trip, both cultural and natural treasures abound. You will see gorgeous temples in various architectural styles, exquisite ancient cities, high mountains, deep forests, waterfalls, rice fields, and local villages.

- **1.1 Chiang Mai**
- **1.2 Chiang Rai (city)**
- **1.3 Chiang Rai (Golden Triangle)**
- **1.4 Phayao**
- **1.5 Nan**
- **1.6 Phrae**
- **1.7 Sukhothai**

1.1 Chiang Mai

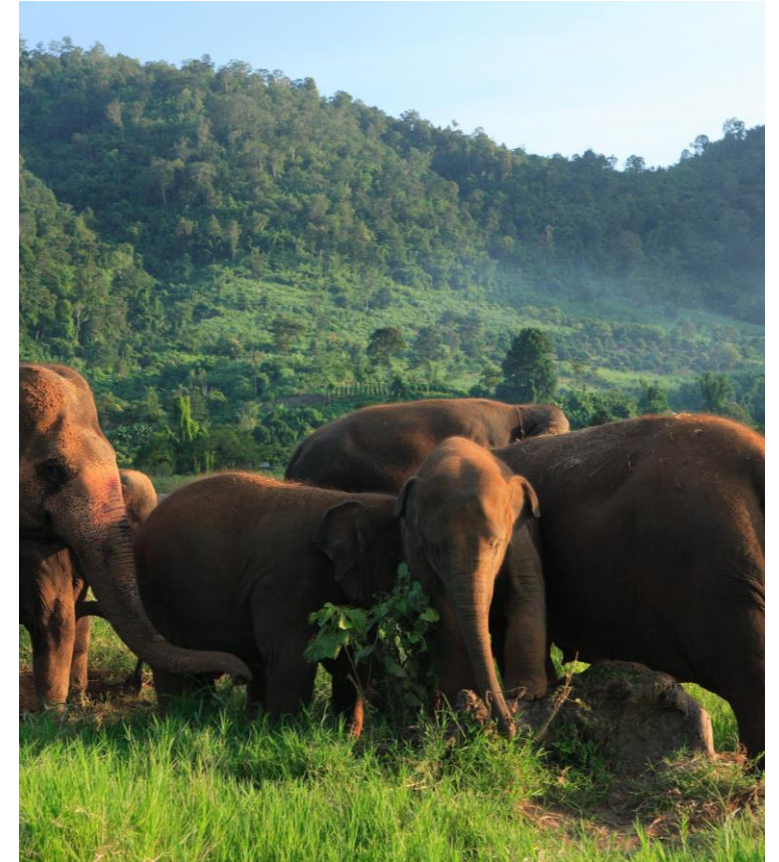
Dazzling temples, with carved wood, golden stupas, and glittering layered roofs, stand gracefully in a lively old town, packed with markets, art galleries, and heritage homes. Outside the city, the Doi Inthanon national park (country's highest peak) conceals spectacular waterfalls, viewpoints, and rice terraces, that you can discover during a jungle trek.



1.2 Chiang Rai

This city is full of colors : white temple, blue temple, black house museum, and red clay terra cotta factory. But also, scenic tea plantations that cover rolling mountains with a bright green shade.





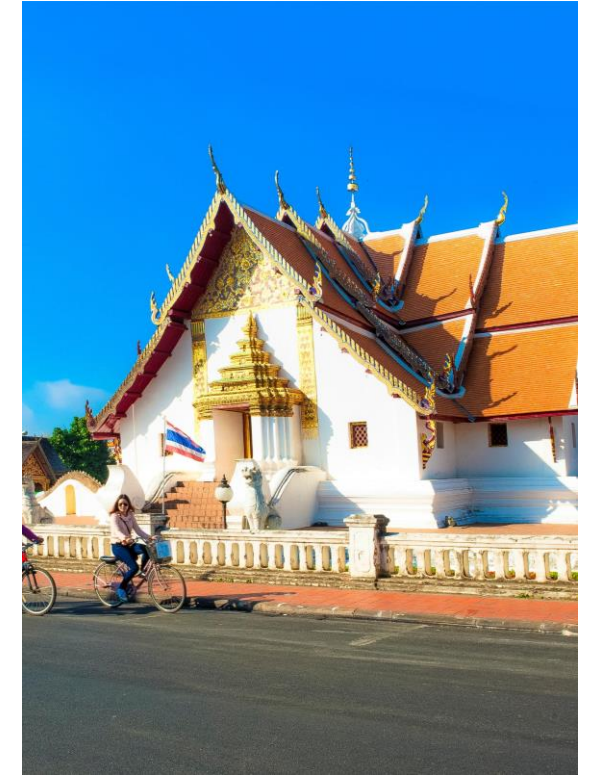
1.3 Chiang Rai (Golden Triangle)

On the extreme northern tip of Thailand, here is the legendary Golden Triangle, where the Mekong and Ruak rivers separate Thailand from Laos and Myanmar. Nearby, the town of Chiang Saen preserves holy temples over 700 years old. Also, an ethical elephant sanctuary, run by Friends of the Asian Elephant Foundation, is open to the public.



1.4 Phayao

We can stop here to visit a few temples and admire their architectural wonders and mind-soothing atmosphere. Stay overnight in a city hotel and wake up with a lake view, or in a mountain top resort and wake up to a magical sunrise over a sea of mist floating in a scenic valley.



1.5 Nan

This is a time capsule where temples, markets, and way of life remain authentic and genuine. The city is blessed with charming temples and markets. Rest here for a day or two, and enjoy a slow-paced sightseeing, by foot or bicycle. Up town, some of the most beautiful rice paddies in the country await your visit.

1.6 Phrae

This peaceful city boasts striking temples and enchanting heritage homes. Those noble constructions were built with teak wood, delicately carved, showcasing the wealth of the 19th century timber industry. Before leaving, visit a Mo Hom workshop where you can learn how to dye your cotton outfit with natural indigo.



1.7 Sukhothai

The grand finale of the trip is here. The magnificent ruins of Sukhothai and Si Satchanalai recall the glory of the kingdom of Siam, back in the Middle Age (13th-15th century). These ancient twin cities, considered as the cradles of the Thai culture, are enlisted as world heritage sites by UNESCO.





Travel advice :

- Night train from Bangkok to Chiang Mai / Drive from Chiang Mai to Chiang Rai, Phayao, Nan, Phrae, and Sukhothai / and fly from Sukhothai back to Bangkok.
- Duration of stay : at least 8 nights.
- Best period : June - December.
- Gastronomy : The Lanna culture yields a delicious cuisine. (Khao Soi, Sai Oua, Nam Prik Ong, Nam Prik Num, etc.)

The Light Festival (Loy Krathong) around Oct-Nov in Sukhothai

2. The Coast to Coast Journey



2.1 Songkhla

2.2 Phatthalung

2.3 Nakhon Si Thammarat

2.4 Krabi

2.5 Phang Nga (Bay)

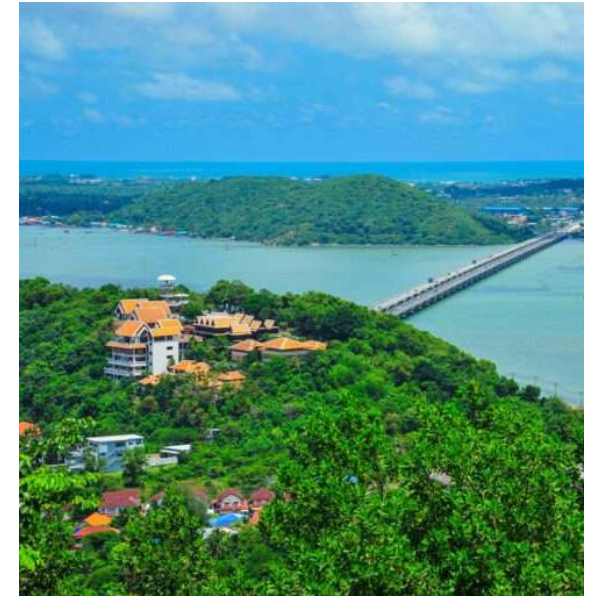
2.6 Phang Nga (Ko Yao)

2.7 Phuket

This southern itinerary starts in Songkhla, before going to Phatthalung, Nakhon Si Thammarat, Krabi, Phang Nga, and Phuket. On this trans-peninsular trip, you will see beaches, islands, lakes, forests, fishing villages, but also majestic temples, local communities, and evergreen plantations of fruit and rubber trees.

2.1 Songkhla

With lots of museums, shrines, coffeeshops, and restaurants, the old town is a soulful community to walk through and feel the Thai nostalgic atmosphere. In the lake, you can go to Ko Yo (island) to visit fish farms and textile workshops. On the Gulf of Thailand, the beach is sandy, and the water, calm and warm.





2.2 Phatthalung

This lake is full of water lilies and many other aquatic plants. It is a wildlife sanctuary for rare birds and water buffaloes. It also yields Krajoed grass that the locals use to weave lovely baskets and bags. Rent a boat to go out at dawn and marvel at a beautiful sunrise in a unique lake landscape with fishing towers.



2.3 Nakhon Si Thammarat

This is the largest Buddhist temple in Southern Thailand. Its monumental white chedi may be over 1,000 years old. Not far from the city, several villages (Phromlok, Khiriwong, ...) have waterfalls, fruit orchards, and the purest air in Thailand. Perfect for a bucolic getaway.





2.4 Krabi



With high karstic cliffs as a backdrop, white sand beaches, and turquoise waters in the Andaman sea, this is probably the most beautiful coastline in Thailand. Offshore, paradisiacal islands (Phi Phi, Hong, Lanta, ...) are heavens on earth. Stay overnight in the North of Krabi for a quieter beach stay, away from the big crowds.



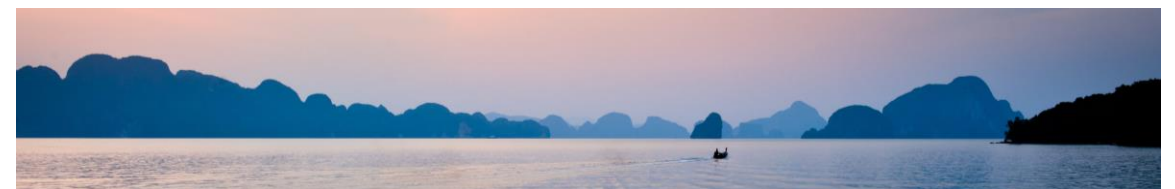
2.5 Phang Nga (Bay)

A trip to the Andaman Sea would not be complete without a boat excursion in the Bay of Phang Nga, where strange-looking rocky peaks emerge from the emerald waters. Swimming, snorkeling, visiting a floating village, eating fresh seafood, and sailing through this breathtaking maritime landscape will be unforgettable.





2.6 Phang Nga (Ko Yao)



Do not rush back on land, stay a few nights on Ko Yao Noi or Ko Yao Yai. These islands in the Bay of Phang Nga are well-preserved and have wonderful beaches. Ko Yao Noi is green with rice paddies and coconut plantations, while Ko Yao Yai has a lush and wild forest in its interior.

2.7 Phuket



The Coast-to-Coast journey ends here, on the biggest and most famous island in Thailand. Phuket has more than 20 beaches for you to choose from, a wide range of resorts (each one more beautiful than the others), spas, gastronomic restaurants, nightlife, shopping centers, and the prettiest old town, with colorful and delicate Sino-European architecture.



Travel advice :

- Night train from Bangkok to Songkhla / Drive from Songkhla to Phatthalung, Nakhon Si Thammarat, Krabi, Phang Nga, and Phuket / and fly from Phuket to Bangkok (or home).
- Duration of stay : at least 8-10 nights.
- Best period : November - April (+/-May).
- Gastronomy : The Peranakan culture yields a delicious cuisine. (King Mackerel in coconut soup, caramelized pork with five spices, turmeric curries, etc.)



Festival : Phuket Vegetarian Festival (around Oct)

3. The Isan Road Trip



3.1 Khao Yai National Park

3.2 Nakhon Ratchasima

3.3 Buriram

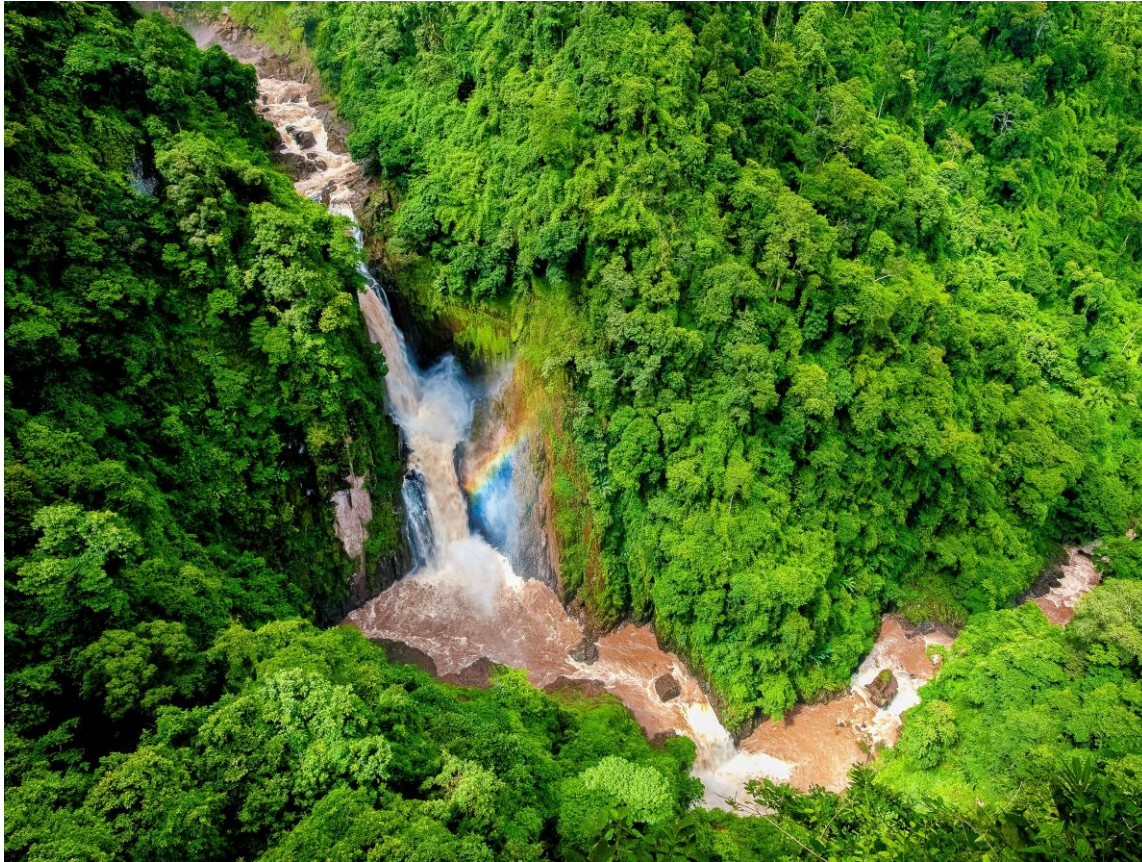
3.4 Surin

3.5 Si Saket

3.6 Ubon Ratchathani (City)

3.7 Ubon Ratchathani (River)

This itinerary explores the Northeastern part of Thailand, the least touristic region of the country. It goes from Khao Yai, to Nakhon Ratchasima, Buriram, Surin, Si Saket, and Ubon Ratchathani. Off-the-beaten path, you will see thriving rainforests, millennial stone temples, rice fields, prehistoric sites, the Mekong river, and above all, the generosity of the local people. Everything just for you, and practically no other foreign tourists.



3.1 Khao Yai

This is Thailand's first national park created in 1962. It protects 2,000 sq. km. of exuberant rainforests, with stunning viewpoints and waterfalls. A few nature study trails (+guide) offer soft adventures. At dusk, you can join a night safari tour to observe wildlife. With some luck, you can encounter wild elephants. Khao Yai is a world heritage for biodiversity.



3.2 Nakhon Ratchasima (Korat)

Phimai and Phanom Wan are stone temples built a thousand years ago in the Khmer (pre-Angkorian) architectural style. They are among the best-preserved vestiges of the Khmer civilisation on Thai soil. Nearby, a banyan tree forest Sai Ngam is a local natural curiosity. (1 mother tree covering 2,300 sq. m. with its clones.)





3.3 Buriram



We stop here for Phnom Rung and Muang Tam, probably the two most beautiful Khmer temples (11th-12th century) in Thailand. The sanctuaries, built with sandstone, finely carved, and shaped into dwellings of the Hindu gods, are simply bewildering. Walk into these holy places and get lost in time.

3.4 Surin

The Northeast is famous for handicrafts, esp. silk weaving. The most prominent workshop may be Chansoma, whose artists combine silk and gold threads on an extremely complex manual weaving machine. The outcome is fit for the royals. Nearby, the village of Kwao Sinarin hand-makes fabulous silver jewelries. The dexterity of the craftsmen is truly a performance by itself. Also, a few interesting Khmer temples on the way...



3.5 Si Saket

When you drive by the city, you will see a striking temple standing on a traditional Thai gondola boat shaped in the form of a mythical swan. Drive further South and visit a local curiosity : a temple built exclusively with recycled bottles. Millions of them were needed to build pavilions and stupas.



3.6 Ubon Ratchathani (City)

The city's temple in the central square boasts the most beautiful library pavilion on stilt perched in the middle of a lotus pond. Nearby, another temple houses a monumental golden pagoda. In the outskirts of the city, do not miss Ban Khampun house museum, which exhibits a priceless collection of Isaan arts and crafts. At dusk, have dinner in a local night market, or on the bank of the Mun river.





3.7 Ubon Ratchathani (Khong Chiam)



This is where the Mun river flows into the Mekong river. The two flows (green Mun / yellow Khong) do not mix immediately and form a 'two-colored river' on several hundred meters. The highlight in the area : Pha Taem national park, where 300 prehistoric paintings adorn a rocky cliff. On the way, stop at a natural balcony for a sensational panorama over the Mekong river basin.

**The Candle Festival (around Jun-Jul)
in Ubon Ratchathani & Nakhon Ratchasima.**



Travel advice :

- Drive from Bangkok to Khao Yai, Nakhon Ratchasima, Buriram, Surin, Si Saket, and Ubon Ratchathani / and night train or fly from Ubon Ratchathani back to Bangkok.
- Duration of stay : at least 8 nights.
- Best period : June - December.
- Gastronomy : The Isaan culture yields a delicious cuisine. (Som Tam, sour pork sausage, grilled chicken, Lab, Nam Tok, Mekong fish soup, etc.)

DMCs in Thailand

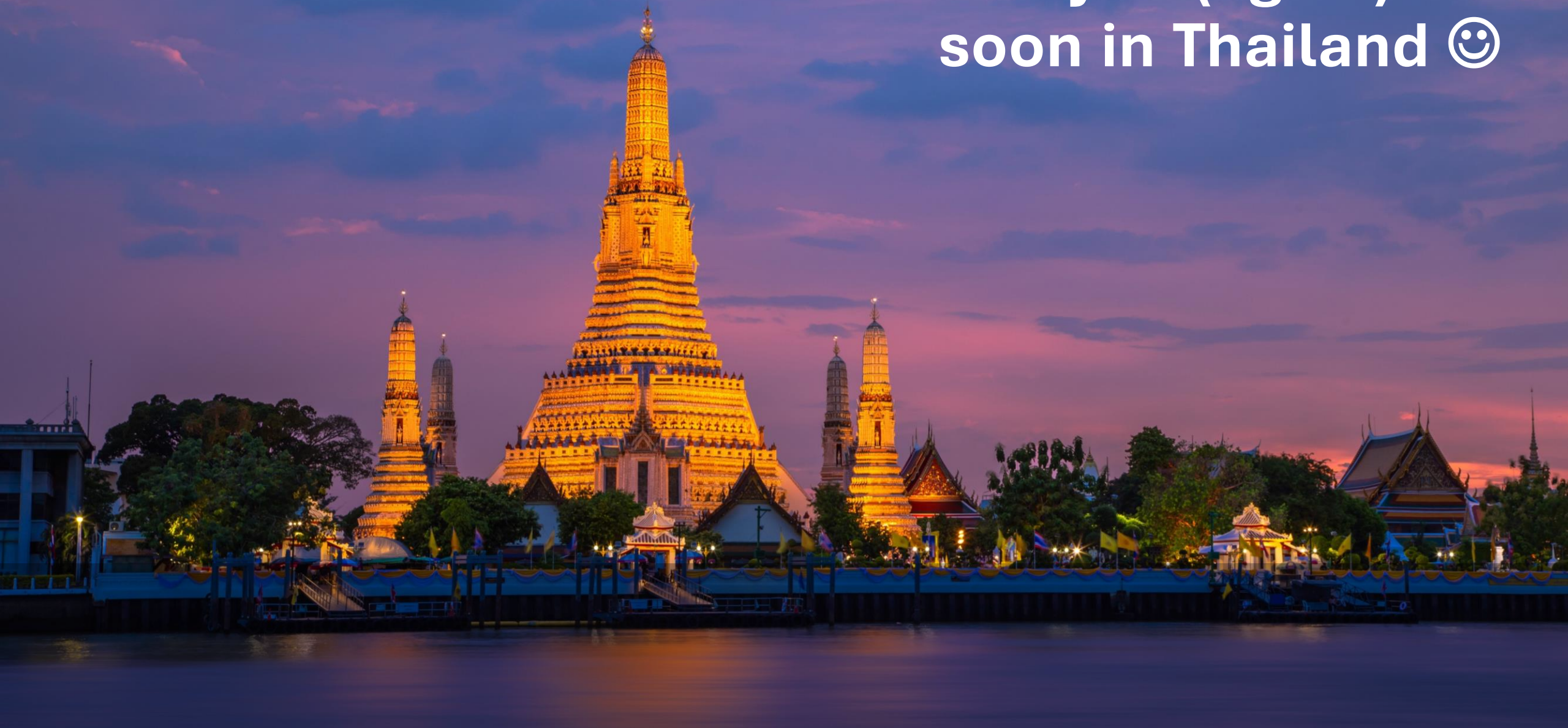


Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และพจญภัย



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See you (again)
soon in Thailand 😊





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