

Tourism Authority of Thailand

USTOA OUT OF COUNTRY MEETING
2018



Bangkok • Chiang Rai • Chiang Mai

MARCH 19-27, 2018





DAY 1

Monday, March 19 USA/CAN - Bangkok

Morning Arrive at Suvarnabhumi Airport by EVA Air.

Fast track immigration process hosted by the Thailand Privilege Card Co., Ltd. (Thailand Elite).

Hotel transfer to The Athenee Luxury Collection. (www.theatheneehotel.com)

Evening At leisure.
Overnight in Bangkok.

DAY 2

Tuesday, March 20 - Bangkok

Morning Arrive at Suvarnabhumi Airport by EVA Air.

Fast track immigration process hosted by the Thailand Privilege Card Co., Ltd. (Thailand Elite).

Hotel transfer to The Athenee Luxury Collection. (www.theatheneehotel.com)

Afternoon At leisure.

Dress code: Smart Casual

18.30-21.00 Hrs. Welcome Cocktail Reception at the Kandhavas Room (4th Floor) hosted by the Athenee Luxury Collection.

Overnight in Bangkok.

#IFlyEVA
#theatheneehotel



On top of beautiful islands, beaches and temples, Thailand offers some of the most intrinsically Thai aspects of its culture – its rural and agricultural traditions and close village communities. Thailand is known as a kingdom of farmers, and its rice, silk and food products are recognized all over the world.

Alongside the serene scenery of the tranquil canal, the community offers a glance toward Thainess, sightseeing local fruit farms, orchid farms and enjoy lotus picking and learn how to fold lotus petals the way locals do to respect Lord Buddha. Local life can be experienced both by a boat trip and a local tram ride. Take this chance to try some 'Khao Tung' crispy Thai snack, which is a local favorite.

DAY 3 Wednesday, March 21 Bangkok

Dress code: Light and comfortable clothes with comfortable walking shoes

- 07:00 Hrs. Depart from the hotel to Samut Songkhram province.
- 08:15 Hrs. Arrive and visit the Mae Klong Railway Market.
- 08:30 Hrs. Arrival of the train and visit the Hub Rom Train Market.

Mae Klong Railway Market (Hup Rom Market) is a local market in Samut Songkhram province, commonly called Siang Tai (life-risking) Market. It is considered one of the amazing Thailand attractions in the province. Spreading over a 100-metre length, the Market is located by the railway near the Mae Klong Railway Station, Mueang District, Samut Songkhram province. It is a common fresh food market selling seafood, vegetables, fruits, fresh and dried food, meats and other miscellaneous goods.

- 09:00 Hrs. Proceed to Khlong Mahasawat in Nakhon Pathom. Half-day agro tourism and Thainess on Khlong Mahasawat in Nakhon Pathom.

- 12:00 Hrs. Lunch at the In – Chan Restaurant of Sampran Riverside. (www.sampranriverside.com)

After lunch, transfer back to Bangkok.

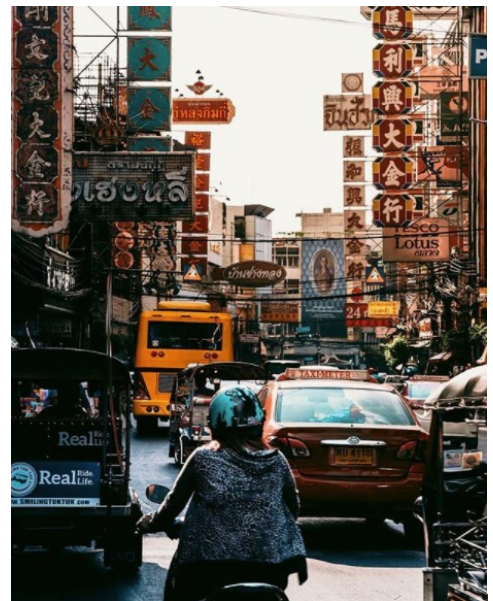
- 15:00 Hrs. Arrive in Bangkok, check-in to the hotel, and at leisure.

- 18:30 – 21.00 Hrs. Experience a Bangkok Food Tours.

Start the program by riding on a Tuk Tuk to enjoy the Thai tastes of famous street food along the local restaurants and China Town. Visit the flower market and the Temple of the Reclining Buddha at night when they are beautifully lit up. End the journey by enjoying drinks at a bar with the stunning view of the Temple of Dawn as the background.

- 21.00 Hrs. Depart for the hotel.

Overnight in Bangkok.



DAY 4 Thursday, March 22 Bangkok - Chiang Rai

TRADE EVENT PROGRAM AT THEPIMAN SIAM ROOM (29TH FLOOR),
THE ATHENEE LUXURY COLLECTION

Dress code: Smart Casual

08:30 Hrs. Thai sellers registration.

09:00-09:30 Hrs. Welcome remarks by a TAT Executive. (5 minutes)
Presentation by USTOA (20 minutes)
- 2018 USA market scenarios (briefing activities).
- Q & A session.
Gift presentation by USTOA. (5 minutes)

09:30 - 12:00 Hrs. Trade meet.

12:00 - 13:30 Hrs. Lunch.

(PLEASE SEE THE NEXT PAGE FOR A SPOUSE/PARTNERS PROGRAM)

Dress code: Casual

14:30 Hrs. Check out.

15:00 Hrs. Transfer to Suvarnabhumi Airport.

17:55 Hrs. Depart Bangkok for Chiang Rai by Bangkok Airways
flight PG235.

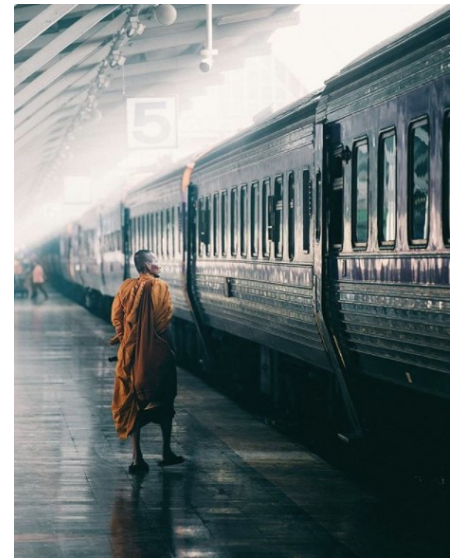
19:25 Hrs. Arrive in Chiang Rai and transfer to dinner.

20:00 Hrs. Dinner at Phuphan Restaurant (Close to Chiang Rai Airport).
(phuphanrestaurant.business.site)

Transfer to Le Meridien Chiang Rai Resort for check-in.
(www.lemeridienchiangrai.com)

Overnight in Chiang Rai.

#BangkokAirways





Program for spouses or partners who will not join the Trade Meet.

Dress code: Light and comfortable clothes with comfortable walking shoes

08:00 Hrs. Depart from the hotel to the Museum of Floral Culture.

09:00 Hrs. Visit the Museum of Floral Culture.

The brainchild of internationally renowned Thai floral artist Sakul Intakul, The Museum of Floral Culture is Bangkok's newest tourist attraction. Created especially for lovers of flowers, nature and those with an interest in Thai art and culture, it focuses on Thai floral culture – an important part of the Thai way of life. The Museum also features exhibits of important floral cultures from civilizations across Asia; such as, India, China, Japan, Laos and Bali, Indonesia.

www.floralmuseum.com

Visit the Jim Thompson House

Jim Thompson House, the home of James H.W. Thompson, a self-made American entrepreneur who was the founder of the world renowned Jim Thompson Thai Silk Company. Thompson's achievements during his 25-year stay in the Kingdom of Thailand have won him much fame as the "Legendary American of Thailand". Since his disappearance in 1967, little has changed in the home that was the 'talk of the town' and the 'city's most celebrated social centre'. Even today, this Thai-style house, which contains an intensive collection of art and antique objects, continues to be a key stop for visitors to Bangkok. The houses are reconstructed and put together in a very traditional fashion although most of the modern conveniences; such as, electricity and indoor plumbing have been incorporated.

www.jimthompsonhouse.com

Lunch will be served at Jim Thompson Restaurant.

13.30 Hrs. Arrive at the hotel.





DAY 5 Friday, March 23 - Chiang Rai

Dress code: Light and comfortable clothes with comfortable walking shoes

- 08:00 Hrs. Visit the Blue Temple and then continue onto the Chui Fong Tea Plantation.
- 12:00 Hrs. Lunch at the Anantara Golden Triangle Elephant Camp and Resort hosted by Anantara Golden Triangle. www.goldentriangle.anantara.com
- 13:30 Hrs. Depart to the Le Meridien Chiang Rai Resort.
- 14:30 Hrs. Arrive at the Le Méridien Chiang Rai Resort.
- 15:00-18:00 Hrs. USTOA Board of Directors Meeting 2018 Shopping Program for spouses/partners.

Dress code: Smart casual

- 18:30 Hrs. Dinner hosted by the Tourism Authority of Thailand at Dusit Island Resort.

Overnight in Chiang Rai.

Experience the tea culture (including tea leaf picking / production and tasting). Depart towards the Golden Triangle via Chiang Saen. Enjoy the panoramic view of the world famous golden triangle before an educational visit to the Hall of Opium.

The Hall of Opium Museum is a combination of multimedia and exhibition to make learning more fun. Aiming to educate people about opium, this exhibition portrays every angle of the story, starting from the history of the Golden Triangle, the origin of opium, the opium war, opium warlords, drug smugglers, opium effects, the battle against opium and poppy growing, to rehabilitation of living conditions of the people who live in the center of the Golden Triangle, the former worldwide infamous drug trading zone.

www.chouifongtea.com

www.maefahluang.org/?p=315





DAY 6 Saturday, March 24 Chiang Rai – Chiang Mai

Dress code: Light and comfortable clothes with comfortable walking shoes.

- 07:30 Hrs. Check out of the hotel.
- 08:00 Hrs. Depart from the hotel. Proceed to Chiang Mai, en route; *visit the picturesque 'White Temple' by Chaloechai Kositpipat, famed for his extravagant and unique Buddhism-related paintings, the White Temple reflects the artist's grand visions of heaven, hell and Nirvana. The main assembly hall and adjacent area are carved in white with glass mosaics.*

www.tourismthailand.org/Wat-Rong-Khun

- 13:30 Hrs. Lunch at the Cabbage and Condoms Restaurant.

www.cabbagesandcondoms.net/sub_cc/wpp.html

- 14:30 Hrs. After lunch, continue onto the RatiLanna Riverside Spa Resort, Chiang Mai.

- 16:30 Hrs. Arrive at the RatiLanna Riverside Spa Resort.

At leisure.

- 18:30-21.00 Hrs. Join the Lanna Networking Dinner Reception with Thai performances at the RatiLanna.

Dress code: Smart casual

Overnight in Chiang Mai.



#lemeridienchiangmai #ratilannacm #anantarajourneys

DAY 7 Sunday, March 25 - Chiang Mai

05:30 Hrs. Transfer from the hotel to Wat Ketkaram, give alms to a line of monks, afterward return to the hotel for breakfast.
www.tourismthailand.org/Attraction/Wat-Ket-Community--3924
Dress code: Polite and casual. Ladies shall cover their chest, shoulders and wear knee-length or ankle-length skirt or trousers.

07:00-08:30 Hrs. Breakfast at the hotel.

09:00-12:00 Hrs. Visit the Lanna Wisdom School.
Dress code: Light and comfortable clothes with comfortable walking shoes.

The main work of the Lanna Wisdoms School is to teach a curriculum based on traditional knowledge to young people and others who are interested, and to organize special Lanna camps during the school holidays. The Lanna Wisdoms School also has a student internship program to help organize important local festivals; such as, the Thai New Year festival in April, and puts on exhibitions about traditional Lanna customs.

Lunch will be served at THE Khao Mao Khao Fang Restaurant.
www.khaomaokhaofang.com

Transfer back to the hotel and leisure.





Afternoon Hands on activities

Option 1: Cooking class at the Thai Farm Cooking School.
www.thaifarmcooking.net (15.00—18.00 Hrs.)

Option 2: Indigo workshop at Studio Naenna - Have a fun time with hands-on Indigo workshop. The studio supports weavers for the environment in the production of exquisite and eco-friendly garments, accessories and textiles.
www.studio-naenna.com (14:00-17:00 Hrs.)

Evening At leisure.

Option 1: Enjoy the night market and shop at the Pratu Thapare Walking Street.
www.tourismthailand.org/Attraction/Chiang-Mai-Walking-Street-3926

Option 2: Enjoy a massage and spa recommended by TAT with special prices.

Remarks: If the participants would like to enjoy the gastronomy scene of Chiang Mai at the own leisure, we are delighted to assist with restaurant reservation and transportation arrangement. All payment can be done directly on spot.

Overnight in Chiang Mai.

DAY 8 Monday, March 26 Chiang Mai – Bangkok

Dress code for Doi Suthep: Polite and casual. Ladies should cover their chest, shoulders and wear knee-length or ankle-length skirt or trousers.

Dress code for Dinner: Polite and casual no slippers, shorts, or sports wear allowed.

- 07:00 Hrs. Breakfast.
- 08:00 Hrs. Depart from the hotel to visit Doi Suthep.
- 10:30 Hrs. Depart to Chiang Mai International Airport.
- 11:30 Hrs. Lunch en route at the Suan Pak Restaurant (close to Chiang Mai Int'l Airport).
- 12:30 Hrs. Arrive at the Chiang Mai International Airport.
- 14:40 Hrs. Depart Chiang Mai by Bangkok Airways flight PG218.
- 16:05 Hrs. Arrive in Bangkok and transfer to Farewell Dinner.
- 18:30-21.00 Hrs. Farewell Dinner at the Red Sky Centara Grand at CentralWorld.
(www.centarahotelsresorts.com/redsky/)
- 21.00 Hrs. Depart to the Athenee Luxury Collection.
- Overnight in Bangkok.



Overlooking the city from its mountain throne, Wat Phra That Doi Suthep is one of Northern Thailand's most sacred temples, and its founding legend is learned by every school kid in Chiang Mai. The temple is a beautiful example of Northern Thai architecture, reached via a 306-step staircase flanked by naga (serpents); the climb is intended to help devotees accrue Buddhist merit. If time permits, we will experience a spiritual chat with a Buddhist monk.

www.tourismthailand.org/Attraction/Wat-Phra-That-Doi-Suthep-145

DAY 9 Tuesday, March 27 Bangkok – USA/Canada

Individual transfer from the hotel to Suvarnabhumi Airport for the returning flights.

AIRPORT TRANSFER

Thailand Elite

Khun Vanida Amornkul (Ground services Manager)

Tel. 080-203-5656

Asian Trails

Khun Preeda (Airport Representative)

Tel. 091-016-0289

Khun Suriwipa (Assistant MICE Manager)

Tel. 082-998-7419

Tourism Authority of Thailand, Bangkok

Panakorn (Korn)

Tel. 084-601-9580

EVA Air

USA Tel. 800-695-1188

Thailand Tel. +66-2-302-7300



@THAILANDINSIDER

HOTELS

The Athenee Hotel, a Luxury Collection Hotel, Bangkok, 61 Wireless Road (Witthayu), Lumpini, Pathumwan, Bangkok 10330, Phone: +66 2 650 8800, www.theatheneehotel.com

Le Méridien Chiang Rai Resort
221/2 Moo 20 Kwaewai Road, Tambon Robwieng, Amphur Muang, Chiang Rai, 57000
Phone: +66 53 603 333
www.lemeridienchiangrai.com

RatiLanna Riverside Spa Resort
33 Changklan Road, Muang, Chiang Mai, 50100
Phone: +66 53 999 333
www.ratilannachiangmai.com

Fast Track: Thailand Elite (Thailand Privilege Card Co., Ltd.), 110/2 North Sathorn Road, Silom, Bangrak, Bangkok 1050, Phone: +66 2 352 3000, www.thailandelite.com

TAT Staff: Panakorn

Tel. 668-4601-9580

DMC: Asian Trails, 9th Floor, SG Tower, 161/1 Soi Mahadlek Luang 3, Rajdamri Road, Lumpini, Pathumwan, Bangkok 10330, Phone: +66 2 626 2000

Mrs. Sumlee Anankamane (MICE Manager)

Tel. 089-904-3571 sumlee@asiantrails.org

Guide Wachara (Bangkok)

Tel. 081-778-0429

Guide Kukiatt (Chiang Mai)

Tel. 088-269-1282