



SOUTHERN MICE WELLNESS ROUTES

KRABI & PHANG NGA

The Andaman Wellness Economic Corridor (AWC) is a project that entails the development of goods and MICE industry services.

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The prolonged COVID-19 pandemic has had heavy impacts on various business sectors. The tourism and hospitality industry was inevitably one of the hardest hit over the past few years. Particularly, operators of travel and hospitality businesses in Thailand's southern region have experienced the severest impact compared to other regions in the country as the incomes of business entrepreneurs and people in the southern provinces have been estimated to come mainly from tourism, particularly since they can earn lucrative incomes from international visitors.

The government has consistently collaborated with the private sector to seek ways for greater development of tourism and its economic growth aiming to help the industry return to full strength, supported by the pilot economic development project known as 'Andaman Wellness Economic Corridor' launched to make southern provinces on the Andaman coast become the world's largest health and wellness hub.

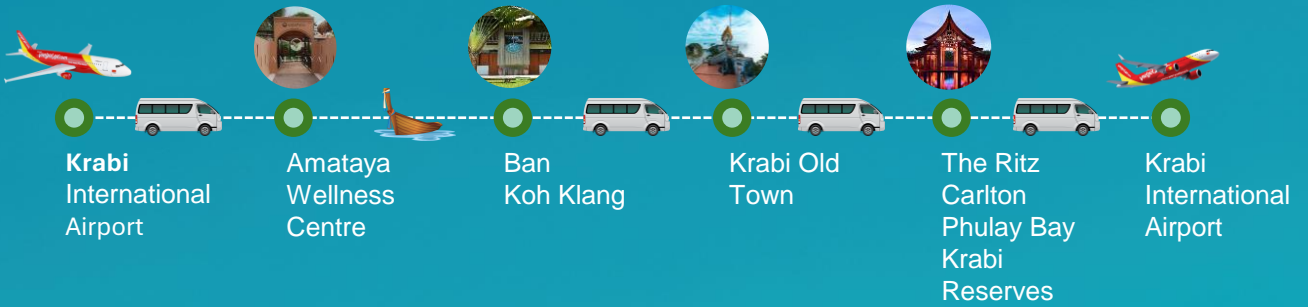
For a unique and fulfilling experience at the local wellness by the community-based MICE, we provide a variety of services in Southern Thailand to enhance your wellness journey. These services include guided tours, personalizes and group itineraries, and the new product of the Wellness.

Monthly, we offer the most recent information about wellness products and locations in Southern Thailand. We also create product bundles that are appropriate for giving you a comprehensive understanding of the destination's capabilities and best practices in three different routes.

INTRODUCTION

SOUTHERN WELLNESS

r o u t e s



Experience the finest of Krabi province by exploring its highlights. Begin by rejuvenating your health in the world's most exquisite salt water hot spring at AMATAYA Wellness Centre. Indulge in wholesome meals that are prepared with the highest quality Sangyod rice and organic products at Koh Klang Community-based tourism. Continue your journey by taking a drive through Krabi Old Town to capture a photograph of the lively city. Stop at Phulay Bay Reserved, The Ritz Carlton Krabi, during the journey to experience the most exquisite ambiance and take in the breathtaking ocean view of Phang Nga Bay. relish an organic farm-to-table meal and relish the distinctive blend of healthy welcome drinks. End your day with a sense of satisfaction in your mind and psyche as you return home.

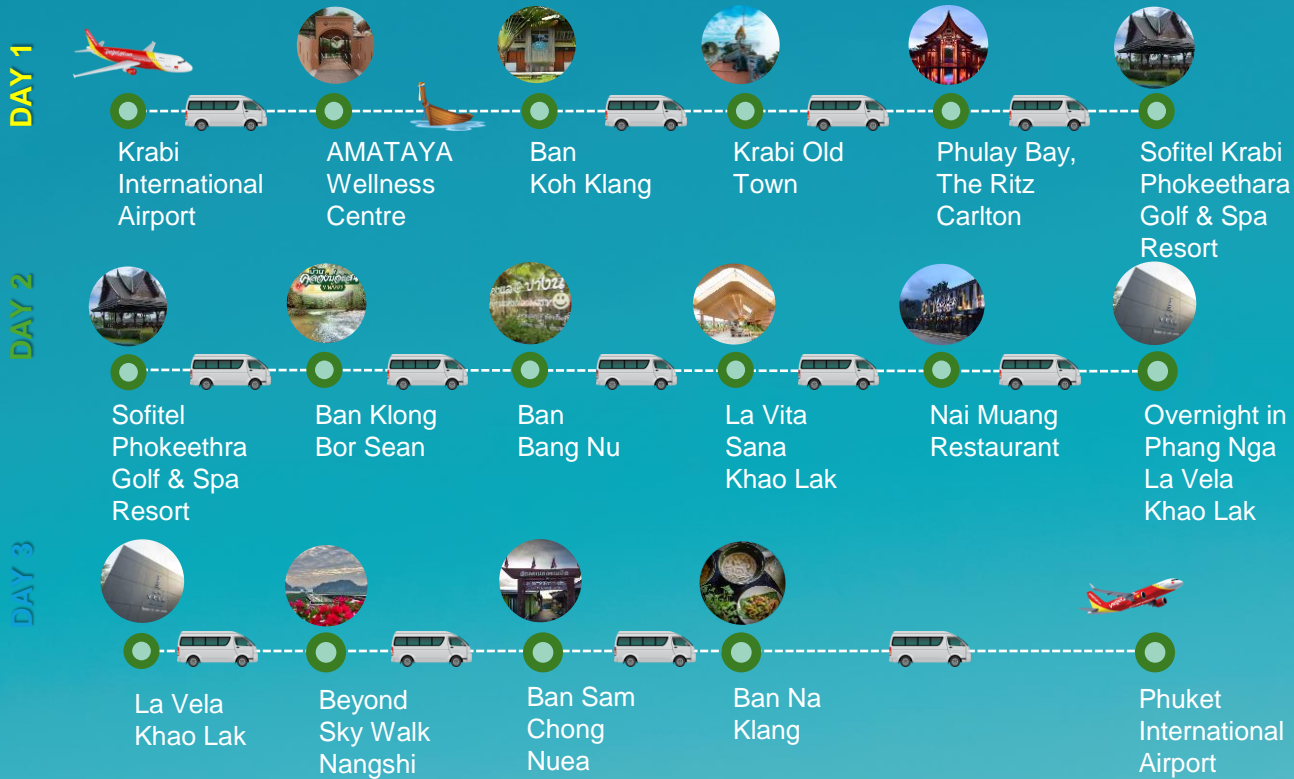
ROUTE 1
balancing your soul



The combination destinations of Krabi and Phang Nga provide a plethora of organic and wellness activities. Begin the day with a short drive from Krabi province to Phang Nga province. Participate in the process of indigo dyeing fabric from palm husks, savor a traditional local treat known as “Khanom Ko,” which is made from rice flour and palm sugar, and immerse yourself in the local way of life at the palm farm during a short break at Ban Klong Bor Saen. Continue your journey to Ban Bang Nu, a village that embodies the local wisdom of recycling plastic waste into valuable products, such as pillows made from plastic straws, which are used to alleviate local illnesses. Experience a quick trip to Khao Lak, where Phang Nga provides a nutritious lunch and a local herb workshop to soothe your mind and rejuvenate your spirit. Upon the conclusion of your activity, you will receive a giveaway gift. As you conclude your day at Phuket International Airport, you will be filled with a sense of pleasure and tranquility.

ROUTE 2

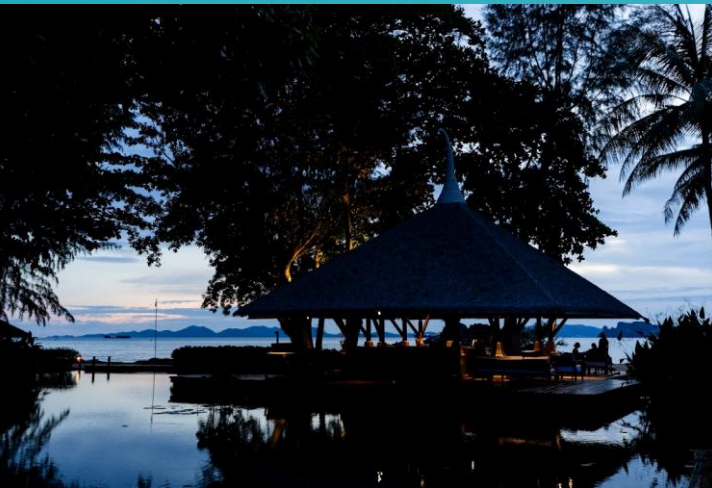
Relaxing your mind



The ideal combination is the development of wellness routes that traverse the two provinces of Krabi and Phang Nga. Your journey commences in Krabi, the region known for its exceptional salted hot springs. In the local village, you can savor the most exquisite Sangyod Rice and indulge in a variety of nutritious dishes. Enjoy the most advanced spa and wellness expertise by participating in the local association's events. Indulge in the ultimate farm-to-table dining experience at the breathtaking resort and relax in the opulent five-star beachside resort. Continue your voyage by crossing the border into Phang Nga province. Make a quick stop at Ban Klong Bor Saen to gain insight into the process of indigo dyeing fabric from the palm husk and palm farming. Convert waste plastic into valuable products by taking a brief trip to Ban Bang Nu, where you can acquire the most valuable local knowledge. Indulge in a nutritious brunch at La Vita Sana Khao Lak and the local chef's table at Nai Muang restaurant. On the final day, savor an organic lunch, immerse yourself in the local culture, and enjoy the Beyond Nangshi sky walk before returning to your hometown.

ROUTE 3
Rejuvenating your health

SOUTHERN WELLNESS accommodation



Phulay Bay, the Ritz Carlton Reserve in Krabi, is the world's first reserve property, offering exceptional service and extraordinary facilities within its compound. The primary objectives of the property are to encourage sustainability and well-being.

The gastronomy is fueled by organic products from the property's culinary garden and herbal farm. We use a farm-to-table approach in the development of each drink, beverage, and culinary dish, and we refrain from using MSG.

The property's overall experience is further enhanced by the environmentally advantageous buildings and layout, as well as the ambience of the wide beachfront.

The resort has 75 villas
Restaurant has a maximum capacity of 60 seats.

Phulay Bay, a Ritz-Carlton Reserve, Krabi

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Sofitel Krabi Phokeethra Golf & Spa resort is the leading five stars hotel with the beach front and more convenience with a small golf course of nine holes to enhance your workation and business event. The resort is located at the best location of the Naga's head, which is referring to a legend of the holy Naga mountain. It has pouring holy water from the hilltop to the beach through the resort property as it believed healthy and wealthy.

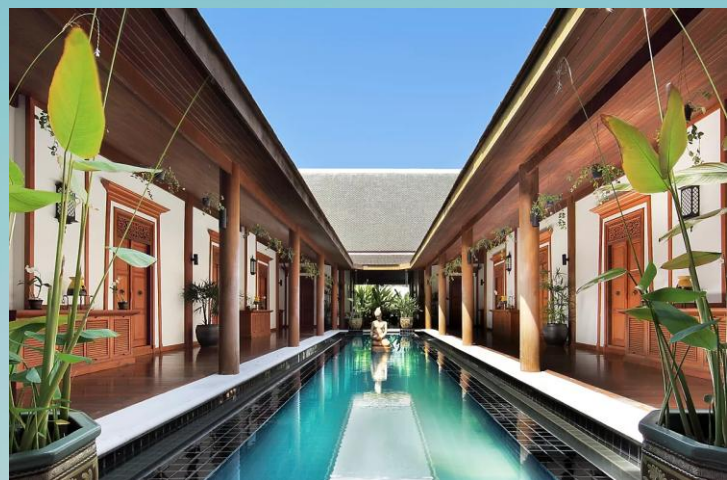
The resort has the biggest wellness centre and built based on sustainable with a lavish of mixed architectures; Thai and Western. It has one of the biggest hotel ballroom with a maximum of capacity of 500 persons.

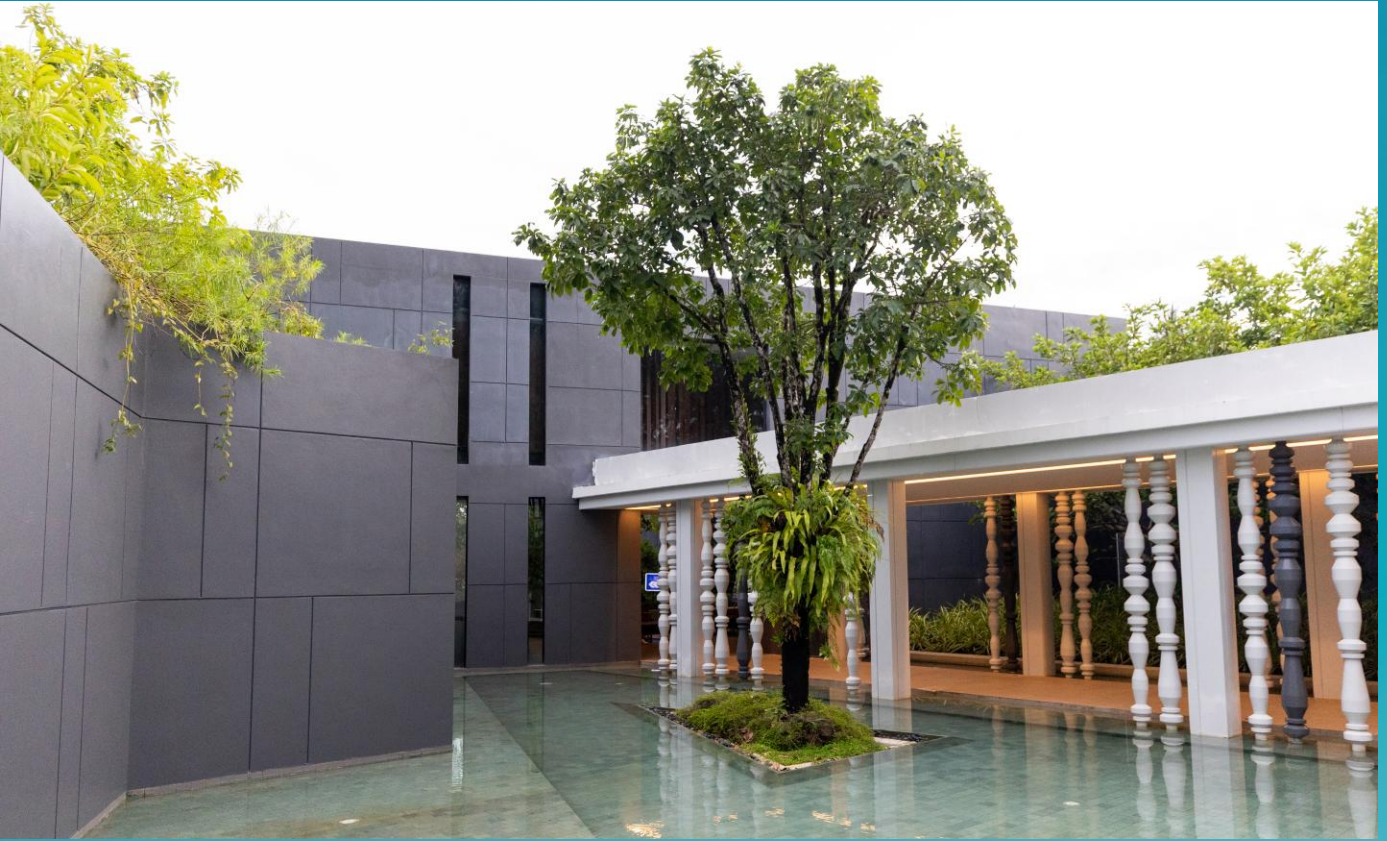
The resort has approximately 276 rooms
4 outlets with maximum 200 seats

Sofitel Krabi Phokeethra Golf & Spa Resort

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La Vela Khao Lak is a seaport that retains the rich cultural heritage of the ancient Takola and is characterized by a dazzling ocean. In Phang Nga province, the Khao Lak area is home to some of the most charming barefoot beaches.

With its rustic charm, this modern resort extends a warm greeting to both business travelers and tourists, incorporating the beauty of local traditions from the maritime trade era.

Uncover a sanctuary of luxurious beachfront comfort; fully immerse yourself in the stunning resort. The meeting room and its amenities are appropriate for groups ranging from small to medium in sizes.

The resort has 181 guestrooms
2 outlets with a maximum capacity of 100 seats.

La Vela Khao Lak

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SOUTHERN WELLNESS

wellness centre








"AMATAYA Wellness Centre is the newest retreat experience available in Krabi province." The locals refer to it as the fountain of youth, as it is the only place in the world that contains a salted hot spring that contains over ten thousand varieties of minerals.

The proprietor's authentic narrative, in which he underwent treatment with a salted hot spring for his father, is the impetus for the establishment of a wellness center. This extraordinary natural resource aided him recover from the rehabilitation syndrome as a result of this experience.

This is the most efficient provincial GI, catering to the niche market and the executive level of the corporation group, with a maximum capacity of 30 individuals.

AMATAYA Wellnes Centre

Khun Phusit Phruksarat
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The Krabi Spa and Wellness Association is a preeminent source of information regarding local wellness, employing locally sourced botanicals and products to provide treatment to both local residents and tourists.

The recovery of sick individuals is facilitated by numerous unexplored retreat traditions, which are conducted by a local guru and expert. The association is collaborating with the villagers to certify the professional level of the workers in advance for the visitors. They can be customized or tailored to meet the needs of MICE groups, ranging from small to large as activity guidelines listed below.

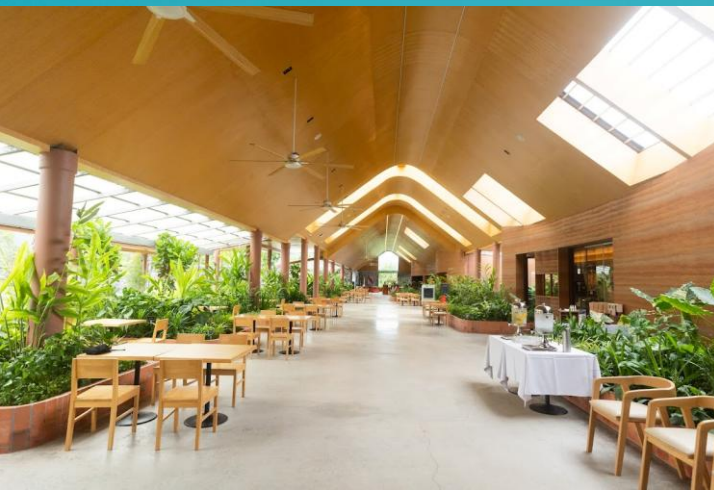
- * Breathing Control Meditation
- * Sound Healing & Therapy
- * Foot Reflexology
- * Laughter Yoga
- * Neck & Shoulder Yoga Adriene
- * Herbal Compress
- * Batik Painting
- * Bee Product
- * Leaf Dyeing
- * Aonang Prince Ville Villa
- * Sofitel Krabi Phokeethra Spa

Krabi Spa and Wellness Association

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Head of Krabi Spa and Wellness Association

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La Vita Sana Khao Lak, the most recent wellness centre in Khao Lak, is a vast compound that includes a retreat workshop, clinics, conference rooms, and herbal factories. It also offers a dining area for an enjoyable experience.

This is the sole location where visitors can experience the most exceptional retreat, providing a combination of Thai, Chinese, and modern medicine. The restaurant provides a savory culinary experience by preparing organic and healthy food in an authentic southern manner. This ensures the best dining experience possible.

The clinic is designed to serve a specific market that is interested in alternative medications, such as Thai or Chinese, in addition to integrating Western and modern medicine. A workshop for a maximum of 35 individuals can be organized by the group.

La Vita Sana Khao Lak

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SOUTHERN WELLNESS community based tourism



Ban Koh Klang Krabi delivers the finest design journey, emphasizing the community experience in Krabi. The village is located near the river's entrance, providing easy access to the site.

Pass through the mangrove forest and fish farms as you travel peacefully on the local fisherman's boat, Rue Hua Thong (the boat with a large header at the front). The village headman will greet you warmly upon your arrival. Next, utilize the local transportation by riding a motorcycle with a side seat on the local road to reach the Sangyod Rice learning center in the village.

Meet with the local expert, a rice variety that is rich in calcium and minerals called Sangyod Rice. It is harvested annually. Additionally, you will gain knowledge on how to preserve seafood traditions and the products of local fisheries. Next, you will traverse the agricultural and residential zones.

Ban Koh Klang Community based Tourism

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Head of Community based tourism

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Capacity: maximum 30 pax



A millennium ago, Krabi was a city entrenched in provincial history. Krabi is a term that refers to the holy swords that are concealed in a cave and signifies "Monkey" in the Ramayana story.




Mountains, rivers, and the sea are seamlessly integrated into the old town. The temple is situated on a hilltop in the city center, providing the most spectacular view and a discreet location for praying for prosperity.

Numerous elegant, stylish, and design-oriented cafés offer the opportunity to sample the distinctive flavors of signature beverages. Elevate your culinary adventure in Krabi by dining at the Michelin-starred restaurant, which prepares dishes using regional ingredients and herbs and spices.

Experience the province by traveling in a local tuk-tuk, private rental vehicle, or van with a driver and a local tour guide to gain the most knowledge and save time.

Krabi Old Town

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- Capacity: maximum 60 pax





The community-based tourism activity at Ban Klong Bor Sean, which is situated halfway to Phang Nga province, provides a break from the the journey. This village is remarkable in its ability to transform local products. "Look Chok," a palm with a round fruit containing tiny seeds. The husk undergoes a color transformation through high-temperature boiling, resulting in a brownish-colored indigo fabric, while the clear Jello flesh provides medicinal benefits.

Each visitor shows their creativity by constructing a straightforward design using an elastic band and an ice cream stick. They subsequently fold and tighten the design to produce a work of fabric art.

Khanom Ko, a traditional southern Thai dessert, is a savory dish made from their own farm product: tapioca powder, sugar, and crunched coconut, and is served to visitors as a break from the journey.

**Ban Klong Bor Saen
Community based Tourism**

Khun Dej Sarakarn
Head of Community based Tourism

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Phang Nga
Capacity: maximum 60 pax



A remarkable company partners with the local community to produce a superior product made from recycled plastic straws. The weekend market in the village produces a substantial quantity of refuse. Destruction of plastic product refuse is exceedingly uncommon. The villagers are repurposing plastic straw by cutting it into an inch-long lengths and subsequently hand-knitting them into a fabric pillowcase. This item is the most cost-effective solution for individuals who are ill.

This is an excellent illustration of a community corporation that is dedicated to the well-being of the community and has created a local product that aligns with the medical standard for added value.

Regardless of whether you are traveling from Krabi, Phang Nga, or Phuket to create a sentimental item that is significant to the recipients, Ban Bang Nu is the optimal location for corporate social responsibility activities.

Ban Bang Nu Community based Tourism

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Head of Community based Tourism



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Capacity: maximum 60 pax





In the Phang Nga Bay, a small Muslim community at Ban Sam Chong Nuea discovered the local wisdom of herbal medication, which is referred to as "Sea Holly."

The residents are gathering to collect fresh sea holly leaves, which they will subsequently blend and boil to extract their juice. Following that, the procedure generates shampoo, body lotion, and cream.

This herb has medical benefits for blood circulation, lymphatic health, and allergies when it is consumed as a tea or applied as a hygiene product to promote skin healing.

The village has the capacity to host a group of up to 60 persons at the same time. A family-sharing Halal and seafood lunch at the village restaurant can be arranged by the venue if this is required.



**Ban Sam Chong Nuea
Community based Tourism**

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Head of Community based Tourism

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Capacity: maximum 60 pax



The visitor is provided with an authentic method of organic cultivation through the preserved seafood products and foot herbal spa. In its entirety The distinctive experience concludes with a foot spa that serves herbal beverages and encourages rejuvenation during the treatment, utilizing local herbs and spices. The princess Siriwanwaaree presents a unique indigo fabric design that serves as a representation of the village's unique contribution.

The village is home to the province's largest hydroponic organic farm, which serves the local community at the fresh market and offers educational opportunities to educate them on the benefits of organic products and unique meal arrangements.



Ban Na Klang
Community based Tourism

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Nga 82130
Capacity: maximum 60 pax



The Southern MICE



TCEB
THAILAND CONVENTION
& EXHIBITION BUREAU

SOUTHERN MICE
WELLNESS ROUTES

SOUTHERN WELLNESS restaurant



Ban Koh Klang, located at the estuary of the Pak Nam Krabi river, produces "Khao Sangyod" or Sangyod rice, an organic product. In order to promote sustainable community-based tourism and enhance well-being through gastronomy, the village integrates the fertility of natural resources with the leadership of youthful people.

We suggest that you take a break for either lunch or afternoon tea at Kidthung Cottage to rejuvenate your journey with the village's organic products. The farm-to-table concept guarantees that your visit to the village will be unforgettable, as it guarantees the finest selection of dishes and fresh ingredients for your special moments.

Don't miss out on the farm tour in a motorized vehicle to experience the local farms and learn the legacy of them. The villagers' friendliness and hospitality are the best manifestations of their willingness to host.



Kidthung Cottage

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Head of Community based Tourism

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81000



This modern, intimate restaurant in Krabi offers a variety of Western, Thai, and Mediterranean-inspired dishes. An exclusive view of the kitchen is offered by a chef's table.

The restaurant is located in close proximity to the shore and provides a variety of casual dining options. The restaurant is capable of hosting a private event, with the interior area capable of accommodating up to 80 guests and the outdoor space capable of accommodating up to 50 guests.

This is a compilation of restaurants that offer delectable dishes made with organic ingredients and materials, perfect for your special event.

**Jampoon Restaurant
Phulay Bay,
a Ritz-Carlton Reserve, Krabi**

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La Vita Sana Khao Lak restaurant is more than just a dining establishment; it is a celebration of Thai cuisine and local ingredients.

The emphasis is on the development of dishes that are both nutritious and delectable, while also promoting wellness, utilizing seasonal produce and medicinal herbs.

The farm-to-table approach is dedicated to fostering sustainability and supporting local farmers and communities. In order to accommodate health-conscious customers, the restaurant provides plant-based and non-alcoholic options.

Some of the most significant attributes of the menu are as follows: Traceable local ingredients, Food as medicine, Boosting immune systems and blood circulation, Seasonal produce, and Plant-based options

La Vita Sana Khao Lak

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Experience the finest, healthiest cuisine at Nai Muang restaurant, which boasts the largest organic product cookery in Phang Nga and a family heritage rice paddy field.

The restaurant was designed by Khun Kwan, the owner, to resemble the Khaolak tin mining factory, a memory from her childhood. She has a fervor for creating meals for her family and consistently uses fresh organic materials into her daily routine, utilizing local ingredients and spices. The restaurant has been recognized by the Michelin guide for seven consecutive years, as of the present.

The venue is situated in a spacious area that can accommodate groups of any size, with a maximum capacity of 200 people.

Before indulging in the delectable dishes, a revitalizing signature welcome drink is prepared by combining lime juice with Melinjo leaves.

Nai Muang Restaurant

Khun Kwan
Restaurant founder

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Phang Nga 82190







Experience an awe-inspiring view of Phang Nga Bay from the summit of Nangshi Mountain. With an unseen location situated on the longest skywalk glass floor, this is the most effective method of recognizing the beauty of nature.

You may wish to preserve your most beloved memories of Phuket and Phang Nga, or perhaps Phi Phi Island, which is visible when the sky is clear and blue.

An exclusive arrangement of the monastic arm-giving at early morning is in operation on the skywalk. The standard viewpoint excursion continues throughout the day, culminating in a mesmerizing sunset scene in the late evening. To prevent incidents caused by the slippery floor, please ensure that your shoes are covered before entering the skywalk. A maximum of 200 visitors can be accommodated in each round, which is further divided into smaller groups.

Beyond Skywalk Nangshi

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Ban Na Klang is the most exceptional organic kitchen, offering guests the option of dining on lunch or dinner. A tradition of homecooked cuisine in local restaurants has resulted in delectable dishes that are reminiscent of the freshness of the ingredients.

Furthermore, the communities are offering seafood that has been preserved through the use of non-preservation acid and non-chemical methods.

Throughout the lunch, guests are served cold herbal beverages, as well as heated steamed jasmine rice and hot and spicy soup, in order to promote a sense of enjoyment and happiness.

Ban Na Klang Community based Tourism

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