



Creative Routes For MICE Cruise Travelers

THE MEANINGFUL EXPERIENCE

Phuket . Songkhla . Surat Thani . Nakhon Si Thammarat . Krabi . Ranong



Southern Regional Office
Thailand Convention and Exhibition Bureau (Public Organization)



"THE SOUL SHOULD
ALWAYS STAND AJAR,
READY TO WELCOME
THE ECSTATIC EXPERIENCE."

Emily Dickinson



Sailing south in search of a new meaning on the MICE routes.

The 'Project Cruise Line and Local Cuisine Product and Service Development Through MICE Industry' was successfully established in 2021 by Thailand Convention and Exhibition Bureau (TCEB) to elevate Thailand as the center of Southeast Asia's cruise tourism with world-class quality and standards. The project is in accordance with the Ministry of Tourism and Sports' cruise tourism promotion strategy 2018-2027, which is one of the national strategies to develop the country's economy through tourism business sector. To continue the legacy, TCEB has expanded the project by creating "The Meaningful Experience" handbook for MICE cruise travelers and MICE travelers who are passionate for local culinary experiences.

This handbook's objective is to tell a story of well-being and sustainability embedded in people's everyday life and to guide on a journey to experiences each province's culture rich with identity, authentic gastronomy, one-of-a-kind products and services, holistic health-care activities, environmental consciousness, and sustainable development. This handbook aims to raise awareness, generate and distribute income, develop new products and services, and strengthen the local economy for both Thai and Additionally, in accordance with the BCG global impact.



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Destination	Pier / Port	Cruise Ship Company	Cruise Ship
Phuket	Phuket Deep Sea Port	Silversea Cruises	Silver Moon
	Pa Tong Boat Pier	Norwegian Cruise	Norwegian Sun
	(Tender pier)	Princess Cruises	Diamond Princess
			Coral Princess
	Cunard Regent Seven Seas (Cunard	Queen Mary 2
		Regent Seven Seas Cruises	Seven Seas Navigato
		Celebrity Cruises	Celebrity Edge
			Celebrity Millennium
		Royal Caribbean International	Spectrum of The Sea
		Oceania Cruises	Oceania Nautica

Destination	Pier / Port	Cruise Ship Company	Cruise Ship
Ko Samui	Nathon Pier (Tender pier)	Celebrity Cruises Viking Ocean Cruises	Celebrity Solstice
(Samui Island)			Viking Sky
	Princess Cruises Holland American Line		Viking Orion
		Viking Mars	
		Diamond Princess	
		Holland American Line	Westerndam

Source: https://www.cruisemapper.com/

https://www.cruisecritic.com.au/







This handbook will provide you with a collection of travel experiences in the southern region of Thailand,

allowing you to discover new meanings. and to experience the precious southern charm and identity which prioritize the conservation of natural areas and environment, communities, traditions, and local way of life. We aim to offer MICE traveler the Quality of Experience with focuses on raising sustainability awareness and prioritizing the State of Well-being in order to provide a holistic healthcare experience for your MIND, BODY, & SOUL.























Currently, Phuket is not only prioritizing the expansion of the city's capacity to accommodate MICE travelers, but also to encourage community involvement. Through co-designing and creating activities that consider the preservation of nature, including products and services that contribute to energy conservation which will foster a sense of city ownership in Phuket. Additional benefits include the creation of income distribution and improved management for both travelers and the community. All of this is to promote sustainability in all aspects, as well as its reputation as a MICE destination.

Phuket * Towards the Whole Being

Phuket, a well-known tourist destination for MICE travelers around the world, is renowned for its beautiful natural surroundings, comprehensive facilities, and MICE-ready products and services. Due to the city's rapid growth and development, Phuket has become a premium MICE destination of Thailand and Southeast Asia.











Hideaway by JAMPA Sustainable Dining

Enjoy a farm-to-fork dining experience that utilizes fresh and good local ingredients sent directly from the farm, particularly local seafood product, cooked with a zero-waste technique and authentic wood stove style. The experience includes the farm's Instagrammable lush landscape and picturesque lake. Chef Rick Dingen, the winner of Iron Chef Thailand and former chef de partie at the Netherlands' 3-Michelinstar Inter Scaldes restaurant, oversees the dishes at this Trisara Hotel chain restaurant. In addition to enjoying the delectable meals, there is also the PRU JAMPA Farm Visit activity, which welcomes you to the organic farm from which the menu's ingredients are sourced. For instance, there are naturally sweet and crispy vegetables fertilized by animal manure on the photosynthetic microorganisms nourishing soil, or eggs from free-range chickens, all of which contribute to the sustainability of Hideaway by JAMPA.











Curated and created by Chef Rick Dingen and team





MICE Activities	FR MICE
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- Lunch experience in the lush surroundings of the farm and lake at PRU JAMPA Farm.
- * Farm-to-fork cuisine featuring the freshest ingredients prepared with zero-waste technique.
- Menus and ingredients are selected by the Michelinstarred chef.
- The restaurant can accommodate up to 20 people.
- The restaurant open
- International Airport
- every Saturday from 12.30 - 15.00 hrs. at PRU JAMPA Farm.
- Hideaway by JAMPA
- PRU JAMPA Farm, 46/6, Moo 3, Thep Krasattri, Thalang District, Phuket 83110
- +66 76 342 122
- reservations@jamparestaurant.com
- Jampa
- www.jamparestaurant.com
- 44-minute drive from Phuket Deep Sea Port
- 53-minute drive from Pa Tong Boat Pier
- 3.13-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 11.34-hour drive from Bangkok
- 15-minute drive from Phuket International Airport



Just be and let yourself be led by John Gray, the founder of the John Gray Sea Canoe, an explorer and environmentalist who discovered the secret cave and lagoon in Phang Nga Bay in 1989. This cave and lagoon have become the tourist destination that every tour operator will visit. In addition to the ship's quality and the equipment's standardization, John's more than two decades of experience in this field make this kayaking trip full of fascinating stories about natural resources and the ocean. The journey is also the least disruptive to the environment in order to preserve a sustainable environment. John Gray Sea Canoe's suggested itineraries include Hong By Starlight, a trip exploring Phang Nga Bay, Hong Island, the cave and lagoons that John discovered, and ready-to-eat meals on board. This program lasts approximately 8 hours.











- A full-day program
- that will bring you closer to nature.
- Lunch and dinner are served on board.
- service (excluding kayaks) consists of 3 boats, two 50-person boats, and
- private groups.
- The passenger boat Phang Nga Bay Ko Hong (Hong Island)
- one 40-person boat. The agency can arrange

Ko Nakha Noi

Ko Pa Nak

(Pa Nak Island)

(Nakha Noi Island)

Nearby Attraction

- O John Gray Sea Canoe
- 🚺 111/7, Moo 6, Prachasamakhee Rd., Ratsada, Mueang Phuket District, Phuket 83000
- +66 6 3124 3404
- reservations@johngray-seacanoe.com
- John Gray Sea Canoe
- www.johngray-seacanoe.com
- 56-minute drive from Phuket Deep Sea Port

1.16-hour drive from Pa Tong Boat Pier

5.18-hour drive from Nathon Pier at Ko Samui (Samui Island)

11.40-hour drive from Bangkok

25-minute drive from Phuket International Airport



Ecotourism Club of Ko Yao Noi CommunityA Tranquil Way of Life

It is believed that the inhabitants of Ko Yao Noi were Muslims from Trang Province. Currently, the island is part of Phang Nga Province and can be reached from Phuket's Bang Rong Pier in approximately 30 minutes. The majority of communities continue to rely on rice cultivation, fruit orchards, rubber plantations, livestock, and fishing, particularly lobster farming. With its tranquil atmosphere, Ko Yao Noi is an ideal destination for MICE travelers who wish to appreciate the island's natural beauty and learn about the locals' way of life. Activities include a tour around the island via wooden minibus and visiting interesting places, such as Na Toh Nae Nae, The Rest Calm Koh Yao Noi to learn how to make local desserts, Ban Mungkorn's Cage to visit the spiny lobster farm, Bang Mee Ko Yao Home Stay for batik painting with the community, and taking a boat trip to Ko Nok for an exclusive activity.



Na Toh Nae Nae

The term "Na Toh Nae Nae" means ancestral rice field. This field of organic local rice, varietal improved rice, and riceberry comprises more than 40 percent of Ko Yao Noi's land area. This location has been the island's rice cradle for over a century, and rice has become one of Ko Yao Noi's most famous exports. The farming practices of an island in the middle of the ocean have been passed down for generations. MICE travelers are welcomed to observed this ancient practice. In addition, you can watch local birds, such as oriental pied hornbills, while traveling here.











Learn how to make local desserts at The Rest Calm Koh Yao Noi

This place is a cozy local coffee shop in this island community, with the ambiance of a house protruding into the sea. Learn how to make local desserts such as Khanom Krok (miniature coconut rice pancakes) and Khanom Chak (grilled coconut sticky rice wrapped in nipa palm leaves) while sipping southern-style coffee. In addition to local DIY dessert-making activities, the restaurant also offers local lunch sets.

Visit the spiny lobster farm at Ban Mungkorn's Cage

Here is Ko Yao Noi's largest fish and spiny lobster floating cage. In addition to learning how to raise the native spiny lobsters, there are numerous additional fish species to explore, including damselfish and yellow boxfish. This location also serves as a nursery for sea creatures caught in fishermen's nets before they are returned to the wild.



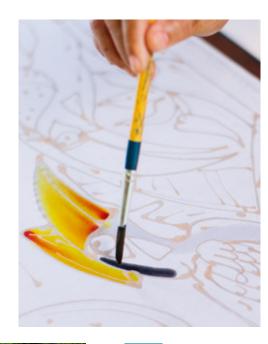






Batik painting with the community at Bang Mee Ko Yao Home Stay

Amidst the lush atmosphere on Bang Mee Koh Yao Homestay's coconut farm, you can learn how to do batik painting, the artistic expertise of southern communities. Batik cloth can be used in various products with only creativity as the limit. Batik patterns are unique to each community. For instance, the Ko Yao Noi community will feature a pattern of oriental pied hornbills.



Nearby Attractions







Special arrangement at Ko Nok

Take a 10-minute long-tail boat ride from Laem Sai Pier to Ko Nok, a small eastern island to Ko Yao Noi. When the tide is low, there will be a small beach that can host special activities such as private sunset cocktail parties or team-building activities.

*Note - Please check the sea level before traveling to Ko Nok.

MICE Activities

MICE Checklists

- **(** +66 76 597 244, +66 8 1968 0877
- 🦚 Koh Yao Ecotourism ชมรมการท่องเที่ยวเชิงอนุรักษ์เกาะยาวน้อย
- (a) 42-minute drive from Phuket Deep Sea Port to Bang Rong Pier



The Art **Therapist** by SriSom Art Healing Studio

This studio is an art healing and therapy institute overseen by Som - Worraporn Noiladtee who utilizes mandala art as part of the therapy. She is a resident artist and art therapist who has completed art therapy courses, such as the Therapeutic Art Life Coach Certification from the United States' Transformation Academy, the Color and Art Energy Healer Certificate from Australia's Natural Healer, and CPD Certificate Art Therapy For Self-Healing Diploma from England's Renaissance Life Therapies. The studio's workshops focus on holistic health, encouraging participants to explore their minds and express them artistically, and to relieve stress, sadness, and pain until one gains a deeper understanding of oneself. The workshop can be organized as a small private session at the studio or an off-site workshop at specific locations.

The Art Therapist Som - Worraporn Noiladtee











Nearby Attractions

Tiger Kingdom

Phuket

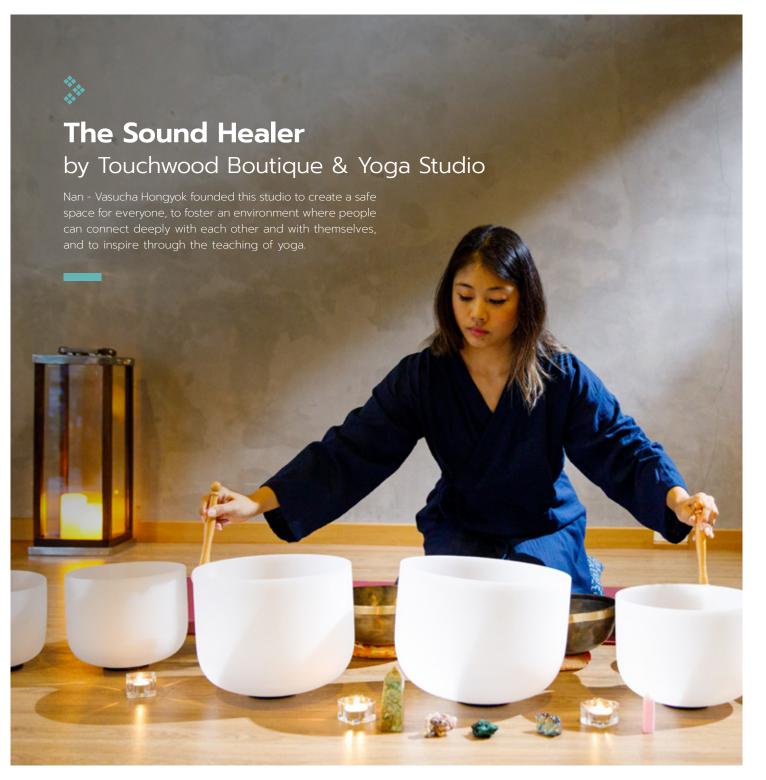




- MICE Activities
- An art therapy workshop with a mandala.
 - An off-site workshop can accommodating up to 40people.
 - A workshop at the studio can accommodate up to 20 people.
- Srisom Art Healing Studio
- 142/116, Moo 7, Kathu, Kathu District, Phuket 83120
- **(** +66 6 2869 6554
- Som.nworraporn@gmail.com
- G SriSom Art Healing Studio
- www.healingphuketstudio.com
- 30-minute drive from Phuket Deep Sea Port
 - 50-minute drive from Pa Tong Boat Pier 5.42-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 11.45-hour drive from Bangkok
- 44-minute drive from Phuket International Airport







Their various interesting activities include yoga, yoga nidra, and sound bath which is bathing in sound waves from musical instruments such as gongs, Tibetan bowls, crystal bowls, and hand pans to soothe and freshen up body and mind. This studio's activities can be organized off-site and will be tailored to the number of participants in the event.





The Sound Healer *Nan - Vasucha Hongyok*





MICE Activities	MICE Checklists	Nearby Attractions
Yoga and yoga nidra.Sound bath.	 The activities can be organized off-site. The activities are suitable for accommodating up to 40 people. 	Chalong Bay Rum DistilleryDolphins Bay Phu
Touchwood Boutique & 64/46, Moo 1, Wichit, M	Yoga Studio Jueang Phuket District, Phuket 83000	
hello@touchwoodyoga.	com	
Touchwood Boutique &	Yoga Studio	
www.touchwoodyoga.co	om	
🕽 16-minute drive from Pl	nuket Deep Sea Port	

34-minute drive from Pa Tong Boat Pier

11.48-hour drive from Bangkok

5.43-hour drive from Nathon Pier at Ko Samui (Samui Island)

48-minute drive from Phuket International Airport





******* THE HEALING

This program will relax bodies and minds of all participants. Beginning with the art of mandala supervised by professional art therapists, before moving on to farm-to-fork meals prepared sustainably with organic ingredients, and finally to the beautiful nature awaiting everyone to enjoy the environmental-friendly experience.



Morning

Art therapy through a mandala by Som - Worraporn Noiladtee

Lunch

farm-to-fork menus with zero-waste cooking techniques at Hideaway by JAMPA

Afternoon - Evening

- Kayak through Phang Nga Bay with John Gray Sea Canoe
- Visit the cave and the lagoon discovered by John Gray
- Loi Krathong activity and natural light phenomenon from planktons
- Dinner on board

Night

Back to the hotel

SUSTAINABILITY AT ITS CORE

This program promotes sustainability in the local community by supporting community-run activities, leading to efficient management of local resources, preservation of valuable local wisdom, and establishing sustainable harmony between the economy, society, culture, and the environment. Be a part of the support for high quality of life in the community and increase added value to the exisiting community wisdom through meaningful activities.



Morning

- Depart from the hotel, go to Ko Yao Noi via speed boats
- Visit Ko Yao Noi Community
- Take a tour around the island with wooden minibuses, visit Na Toh Nae Nae
- Learn how to make local desserts while sipping southern-style coffee at The Rest Calm Koh Yao Noi

Lunch

Taste fresh seafood while learning about local fisheries at Ban Mungkorn's Cage

Afternoon

Batik painting at Bang Mee Ko Yao Home Stay

Evening

Back to the hotel









In addition to the perfect nature, including mountains, forests, waterfalls, and lakes connected to the Gulf of Thailand, Songkhla is a city that combines history and culture, reflecting its status as one of the most important port cities in the South. Songkhla balances its ancient culture with modern city development, as seen in the people's lifestyle and the city's architecture, making the city the perfect destination to accommodate MICE travelers various ways, offering meaningful experiences unlike any other.



Songkhla * Multicultural Experiences

Songkhla is a multicultural city of Thai-Buddhist, Thai-Chinese, and Thai-Muslim. The city is also an economic gateway connecting the upper and lower South to neighboring countries like Malaysia and an important trading and investment center of the southern region that has been expanding rapidly.











Songkhla Old Town Charming Historic Town

This town is over 200 years old and retains its unique allure of cultural diversity. This area next to Songkhla Lake was once a port for exporting foreign goods whose traces of the commercial city's way of life can still be seen. For example, colonial-style architecture, Sino-Portuguese, Thai-Chinese, and Thai-Muslim influences, mixed with modern street art adorning the district's walls. MICE travelers can learn about the area's history through walking tours that take them to interesting places like Hub Seng, Baan Nakhon Nai and the surrounding area, and Heart Made Roastery.





Nearby Attractio MICE Checklists MICE Activities The walking tour

- Sample local food
- along the route. Learn how to make drip coffee and taste the signature drink at Heart Made
- The walking tour can accommodate up to 60 people.
- It is advisable to divide into small groups for the walking tour (a group of no more than 20 people) thorough involvement for all participants.
- Hub Seng opens from 7:00 a.m. 11:00 hrs. (Please contact the coffee shop in advance if you want to visit at a different time.)
- 3 200, Klongrien Rd., Hat Yai, Hat Yai District, Songkhla 90110
- •66 8 1564 5454
- 🚹 ออแกไนเซอร์หาดใหญ่ Talk of the town Organizer (eventhatyai)
- www.eventhatvai.com
- 7.35-hour drive from Phuket Deep Sea Port 7.40-hour drive from Pa Tong Boat Pier
- 5.55-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 50-minute drive from Hat Yai International Airport



- Nora House
- a.e.y.space
- Ban Duen

- Talk Of The Town Project Company Ltd.
- talkofthetown86@hotmail.com

- 13.10-hour drive from Bangkok





Hub Seng

This old coffee shop has been in business for over 90 years. The famous menu item is Hainan custard bread. This recipe passed down through the father's generation is best served with hot tea or coffee.



"Baan Nakhon Nai," a 300-year-old house, is made up of two buildings. The first is Sino-European architecture, and the second is Chinese architecture. This house has now been converted into a museum displaying people's way of life in the past. The surrounding area also has some remarkable buildings, such as traditional Chinese shophouses with Art Deco and Art Nouveau influences, colonial buildings mixed with Chinese and local art, and Thai-Muslim style buildings decorated with fretwork. There are also street art paintings on the walls along the route.







Heart Made Roastery

Take a break and visit Heart Made Roastery to learn how to make drip coffee with Pai - Kamontham Kanjanumpha, Southern Champion of Thailand Creative Barista Challenge 2018. This coffee shop in the old town area uses coffee beans from community-grown communities in various parts of Thailand in support of income and sustainability. The signature drink of this shop, "Mr. Proud," is coffee with coconut milk and sugar, filled with cheese foam, and sprinkled with Kanom Kee Mod (southern-style roasted shredded coconut with sugar).





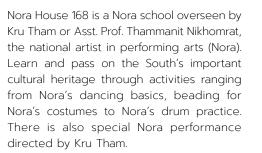
Supervised by Asst. Prof. Thammanit Nikhomrat (Kru Tham) the national artist in performing arts (Nora)







Nora House 168 House of the Southern Dance











advance.

- Nora performance directed by Thai national artist. Learn the basic of
- Nora's dancing. Learn how to bead Nora's
- costumes.
- The house can Songkhla Old Town accommodate a.e.y.space Hub Ho Hin
- up to 20 people. ❖ For a private group, ❖ Ban Duen Chay please book in SKA Heritage
- Learn Nora's drum practice
- Nora House 168
- 168, Nakhon Nai Rd., Bo Yang, Mueang Songkhla District, Songkhla 90000
- +66 9 9303 4792
- 611061097@tsu.ac.th
- 🚹 โนราบ้าน 168
- 7.33-hour drive from Phuket Deep Sea Port
- 7.42-hour drive from Pa Tong Boat Pier
- 5.59-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 13.12-hour drive from Bangkok
- 53-minute drive from Hat Yai International Airport



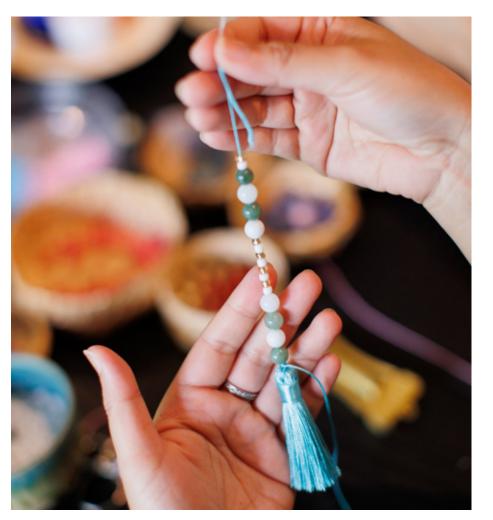


Supervised by Duangjai Nanthawong (with Singora Kids) Manager of Songkhla Heritage Co., Ltd.



SKA Heritage Heritage of Local Arts

This small local art shop hidden is the old town houses the old town development company, which operates as a social enterprise. Through partnerships with local communities, the company contributes to the preservation of Songkhla Old Town's architectural and cultural heritage. The goal is to transform this historic town into a historic destination that proudly tells stories through the voices of the local community.







Duangjai Nanthawong, Manager of SKA Heritage, and Singora Kids, a youth group interested in local art, supervises a workshop creating amulet keychains embellished with Nora beads and vibrant auspicious stones. Then, visit the nearby Songkhla City Pillar Shrine to collect incense powder to fill amulet keychains that is believed to bring good fortune and ward off evil.







MICE Checklists

Songkhla Old Town

Nora House 168

- A workshop creating amulet keychains.
- Pay homage to Songkhla City Pillar Shrine.
- The workshop can accommodate up to 20 people.
- a.e.y.space ♦ Please book in advance
 ♦ Hub Ho Hin for the workshop. Ban Duen Chay
- SKA Heritage
- ② 24, Chana Rd., Bo Yang, Mueang Songkhla District, Songkhla 90000
- **(** +66 8 9466 6540
- skaheritage@gmail.com
- SKA Heritage
- 7.32-hour drive from Phuket Deep Sea Port
- 7.39-hour drive from Pa Tong Boat Pier
- 6-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 13.20-hour drive from Bangkok
- 53-minute drive from Hat Yai International Airport





MICE Premium Product



Ban Duen Chay

(Café & Museum) House of Songkhla's Lives

This ancient house was once owned by a wealthy Songkhla resident. Later, the new owner renovated the house into a museum housing a private collection of antiques and a coffee shop with a vintage aesthetic. The museum zone displays antique collectibles, such as rare antique appliances and photographs. The coffee shop area retains the structure of an ancient house, evoking a sense of time travel. There are numerous intriguing appetizer menus, including watermelon with sweet-dried fish and crispy shallot, as well as Ma Ho (fruits served with sweet and peanut sauce). For main courses, such as salt-roast pork, Kaeng Hang Le (Myanmar-influenced curry) served with roti, and salmon kebab.

















- MICE Activities
- MICE Checklists Rare private antique
- Lunch in the nostalgic atmosphere of Songkhla.

collections in the

The coffee shop area can accommodate up to 20 people.

Nearby Attractions

Nora House 168

a.e.y.space

Hub Ho Hin

SKA Heritage

Songkhla Old Town

- The garden area can accommodate up to 30 people.
- The house can arrange private lunch and dinner. (Please book in advance.)
- Ban Duen Chay (Café & Museum)
- ② 23, Soi Nong Chik, Chana Rd., Bo Yang, Mueang Songkhla District, Songkhla 90000
- +66 8 1959 1650
- 🕜 บ้านเดือนฉาย
- 7.41-hour drive from Phuket Deep Sea Port

7.41-hour drive from Pa Tong Boat Pier

5.59-hour drive from Nathon Pier at Ko Samui (Samui Island)

13.16-hour drive from Bangkok

52-minute drive from Hat Yai International Airport



Hub Ho Hin (Red Rice Mill) Red & Rewind

This over 100-year-old rice mill has been awarded the Architectural Conservation Award 2011 in the commercial building category by the Association of Siamese Architects Under Royal Patronage (ASA). In addition to the red color of the building, which makes this mill one of Songkhla's landmarks, the building's integrity, which the mill owner's descendants have regularly maintained, makes it a historical site ready to welcome MICE travelers. With the assistance of Songkhla Heritage Trust and the network organizations, the area in the mill has been transformed into a learning center and creative multifunctional space for organizing arts and cultural activities for the old town's communities. It can accommodate casual meetings and private events.













- Hub Ho Hin (Red Rice Mill)
- 3 13, Nakhon Nok Rd., Bo Yang, Mueang Songkhla District, Songkhla 90000
- +66 8 9738 5065, +66 8 1535 1312
- skht1313@gmail.com
- 7.30-hour drive from Phuket Deep Sea Port
- 7.44-hour drive from Pa Tong Boat Pier
- 5.56-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 13.37-hour drive from Bangkok
- 52-minute drive from Hat Yai International Airport



a.e.y.space

Cozy Residence of Art

This creative space has been awarded the Architectural Conservation Award 2018 in the commercial building category by the Association of Siamese Architects Under Royal Patronage (ASA). This location was once a Sino-European-style commercial building that was abandoned for more than 100 years (around the end of Rama VI's reign) before being brought back to life by the current owner, Aey - Pakorn Rujiravilai.



His intention is to make this space accommodating to all activities in the heart of Songkhla's old town while preserving the original structure of this two-story building. The ground floor serves as a rotating art gallery, workshop space, venue for casual meetings and private events. The upper floor also serves as residence for artists.

Special private event at a.e.y.space

This space can host a casual cocktail party while viewing the art exhibition with food and beverages from the local community in Songkhla Old Town.











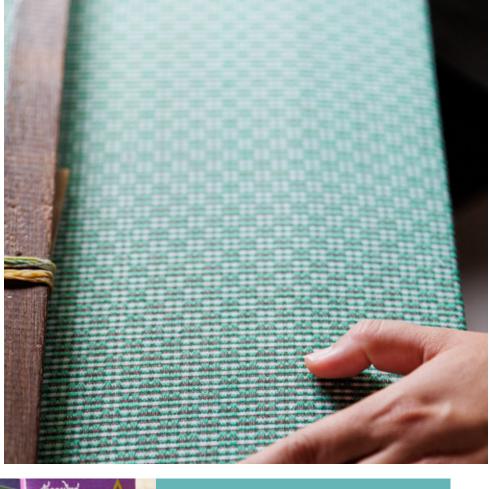
- MICE Activities MICE Checklists
- A creative space for small meetings or private events.
- The space can accommodate up to 30 people.
 - Please contact the space directly regarding location and event arrangements for special private events.
- Songkhla Old TownNora House 168
- Hub Ho Hin

- a.e.y.spac
- 💿 140-142 Nang Ngam Rd., Bo Yang, Mueang Songkhla District, Songkhla 90000
- **(** +66 9 5649 9656
- aeypakorn@gmail.com
- a.e.y.space
- 7.35-hour drive from Phuket Deep Sea Port
- 7.51-hour drive from Pa Tong Boat Pier
- 5.59-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 13.57-hour drive from Bangkok
- 53-minute drive from Hat Yai International Airport



Ko Yo Tourism Community Island of the History

Ko Yo is a small island in Songkhla Lake, measuring approximately 15 square kilometers. There are traces of settlements on this island between the late Sukhothai to Ayutthaya periods. In the past, the locals raised livestock and fished, but as the immigrant population grew, they shifted to farming and fruit orchards. During the rainy season, the island was also a refuge for Chinese travelers and merchants, contributing to Ko Yo's cultural diversity. Presently, there are 9 villages on Ko Yo, and the Tinsulanonda Bridge connecting districts of Songkhla and Singha Nakhon allowing convenient travel. On the island in the middle of the lake, there are engaging activities for MICE travelers who wish to experience the local way of life and culture. Especially the tour activities around the island by trams that will take you to various locations, including the reclining Buddha image at Wat Laem Po, Suan Somrom, and a workshop for making handcrafted books from Ko Yo woven fabrics by the Rom Sai Fabric Weaving Group.







** ** **

MICE Premium Product

Ko Yo woven fabric, a product of indigenous handicraft expertise, have become well-known. There are currently 58 patterns for Ko Yo woven fabric. The fabric can be used to create a variety of souvenirs, including scarves, notebooks, and bags.







Suan Somrom

"Suan Somrom" is a garden where numerous varieties of fruit are grown in a single orchard to produce a variety of crops throughout the year, including pomelo, coconut, jackfruit, and local fruits such as chempedak. In addition to visiting the Suan Somrom, there are also activities such as learning how to weave "Kora," Ko Yo's traditional miniature basket for wrapping fruit to protect it from insects. In addition, learn how to prepare "Mo Chii," an ancient Thai dessert believed to have been influenced by Japanese sweets such as mochi.

A workshop making handcrafted books from Ko Yo woven fabric by the Rom Sai Fabric Weaving Group

The art of weaving Ko Yo fabric has been passed down for generations renewable income among the Ko Yo people. These local woven fabric have brought recognition and income to the Ko Yo community. The Rom Sai Weaving Group was founded by Grim Sinthurat, the master of the national arts in the weaving category, as a learning center for weaving knowledge. Visitors can participate in a workshop on the creation of handcrafted books using Ko Yo woven fabric and a weaving demonstration.







The reclining Buddha image at Wat Laem Po

This ancient temple was likely constructed during the early Rattanakosin period, roughly 200 years ago. There is a reclining Buddha image, which is the largest Buddha image in nirvana posture in Thailand, where visitors can pay their respects for good fortune. In addition, Thailand's Fine Arts Department has also registered this temple as a historical site.



- Learn how to make "Kora" and "Mo Cl
- Sample fresh fruits from Suari Somrom.
- A workshop making handcrafted be from Ko Yo woven fabric.
- Ko Yo weaving demonstration.

MICE Checklists

- A tour around the island car
 accommodate up to 20 people
- advisable to divide into small groups for a tour (a group of no more than 20 people) for thorough
- ❖ Songkhla Old Town
- Ko Yo Tourism Community and Rom Sai fabric weaving group
 53/1, Moo 5, Ko Yo, Mueang Songkhla District, Songkhla 90000
 - **466** 8 9658 9529
 - (a) 7.16-hour drive from Phuket Deep Sea Port
 - .41-hour drive from Nathon Pier at Ko Samui (Samui Island)
 - 13.40 Hour drive from Bangkok
 - 12-minute drive from Hat Yai International Airport

Nora's Beading **Group of Ban Khao**

Bead the Legacy

Under the supervision of Natipong Laisam, the heir to the new generation of handicrafts, this group of more than 200 artisans continues the legacy of Nora's beading, one of the most important parts of Nora performance. His brand, NERA, modernizes this beading knowledge by combining Nora beads and traditional stringing techniques with designs and materials befitting everyday use, resulting in a variety of products, including accessories, appliances, and home decor, that retain southern identity. In addition, the beadwork products help generate income for the local community and improve the lives of those who purchase it. MICE travelers can participate in Nora's beading workshop to make keychains with ancient Thai patterns.

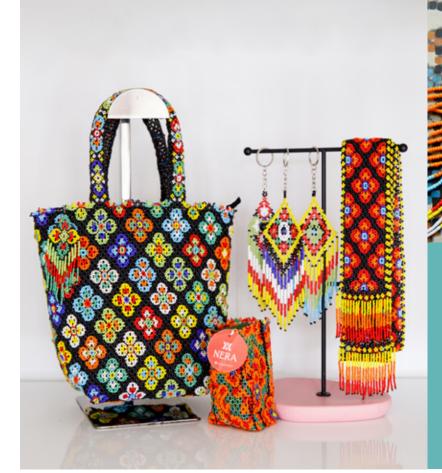




Supervised by Natipong Laisam owner of NERA













- ② 29/1, Moo 3, Ban Khao, Ranot District, Songkhla 90140
- +66 8 8828 9922
- 🕜 Natipong ลูกปัดมโนราห์
- 6.09-hour drive from Phuket Deep Sea Port
- 6.26-hour drive from Pa Tong Boat Pier
- 4.27-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 12.09-hour drive from Bangkok
- 2.15-hour drive from Hat Yai International Airport





The area is divided into 3 lifestyle zones: the "Node" lifestyle zone (Asian palmyra palm harvesting), the "Na" lifestyle zone (rice farming), and the "Le" lifestyle zone (Songkhla Lake's fisheries). MICE travelers interested in the local way of life and culture can participate in various engaging activities, such as a palmyra fruit harvesting demonstration. Then, learn how to turn these fruits into palm sugar before turning palm sugar into soap. Next, learn how to make palm sugar-based local desserts like Khanom Tan (small steamed cakes flavored with palm sugar and coconut milk) and Khanom Grok (mini rolled crepe with palm sugar). Finally, discover how to make palm leaf wickerwork. Then, take a long-tail boat ride to see the beauty of Songkhla Lake, learn Sathing Phra Peninsula fishing techniques, and dine on local cuisine prepared with fresh ingredients from local community, such as lake shrimps and palmyra fruits.









 56













- Learn how to harvest palmyra fruits and The center can to make palm sugar.
- Learn how to turn palm sugar into soap.
- Learn how to make local desserts from palm sugar.
- Learn how to make palm leaf wickerwork.
- A long-tail boat ride to see the beauty of Songkhla Lake and learn Sathing Phra Peninsula fishing techniques.
- Dine on local cuisine prepared with fresh ingredients from local communities.

MICE Checklists

- accommodate up to 60 people.
- It is recommended to divide each activity into separate bases.

Nora's Beading

Group of

Ban Khao

- Node Na Le Learning Center (coordinator: Poonsup Chukeaw)
- 🕑 11/4, Moo 7, Tha Hin, Sathing Phra District, Songkhla 90190
- +66 8 1398 8611
- jarunetsrichu@gmail.com
- NODE NA LE
- ♠ 6.34-hour drive from Phuket Deep Sea Port
- 6.42-hour drive from Pa Tong Boat Pier
- 5.15-hour drive from Nathon Pier at Ko Samui (Samui Island) 12.30-hour drive from Bangkok
- 1.12-hour drive from Hat Yai International Airport











MICE Premium Product

Products from Asian palmyra palms by Node -





Morning

A walking tour at Songkhla Old Town

Lunch

Contemporary cuisine at Ban Duen Chay

Afternoon

- A workshop creating of amulet keychains at SKA Heritage
- Pay homage to Songkhla City Pillar Shrine

Evening

- Basic Nora's dance workshop at Nora House 168
- Back to the hotel

 ϵ



Morning

Deep dive with Nora: dancing, beading, drum practice, and watch the performance at Nora House 168

Lunch

Lunch at Songkhla Old Town

Afternoon

- Private afternoon tea with refreshments from the local community at a.e.y.space
- Watch artworks from local artists while discussing the identity of Songkhla Old Town

Evening

A walking tour at Songkhla Old Town



** ** ** THE LAND BETWEEN LAKE & SEA

2 days 1 night program

Learn the history of Songkhla whose people's way of life is tied to the sea and lake. Visit Ko Yo to learn about the local culture, continue the legacy of fine craftsmanship, listen to Songkhla's tales, and participate in a workshop designed to promote beautiful wisdom.



orning

- Visit Ko Yo Community
- Pay homage to the largest reclining Buddha image
- Visit Suan Somrom
- * A workshop for handcrafted books from Ko Yo woven fabrics
- Participate Ko Yo weaving demonstration

Lunch

Contemporary cuisine at Ban Duen Chay

Afternoon

- A workshop creating of amulet keychains at SKA Heritage
- Pay homage to Songkhla City Pillar Shrine

Evening

Evening Back to the hotel

DAY 2

- Learn the history of Songkhla, presented by Songkhla Heritage Trust
- Nora's beading workshop by Nora's Beading Group of Ban Khao (Every activity is organized at Hub Ho Hin)

Contemporary cuisine at Ban Duen Chay

A walking tour at Songkhla Old Town

- Private cocktail event with refreshments from the local community at a.e.y.space
- Watch artworks from local artists while discussing the identity of Songkhla Old Town





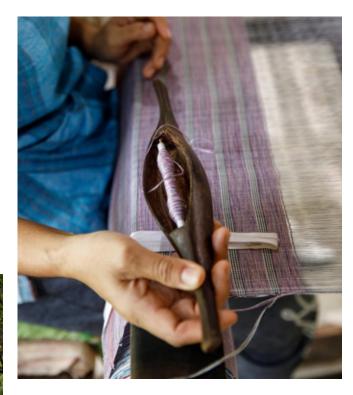




Surat Thani is an alternative destination of interest for MICE travelers. As a "city of hundred Ko" (Ko means island), Surat Thani is home to several islands that are well-known among MICE travelers, including Ko Pha Ngan, Ko Tao, Ko Nang Yuan, Mu Ko Ang Thong (Ang Thong Island Group), and Ko Samui.





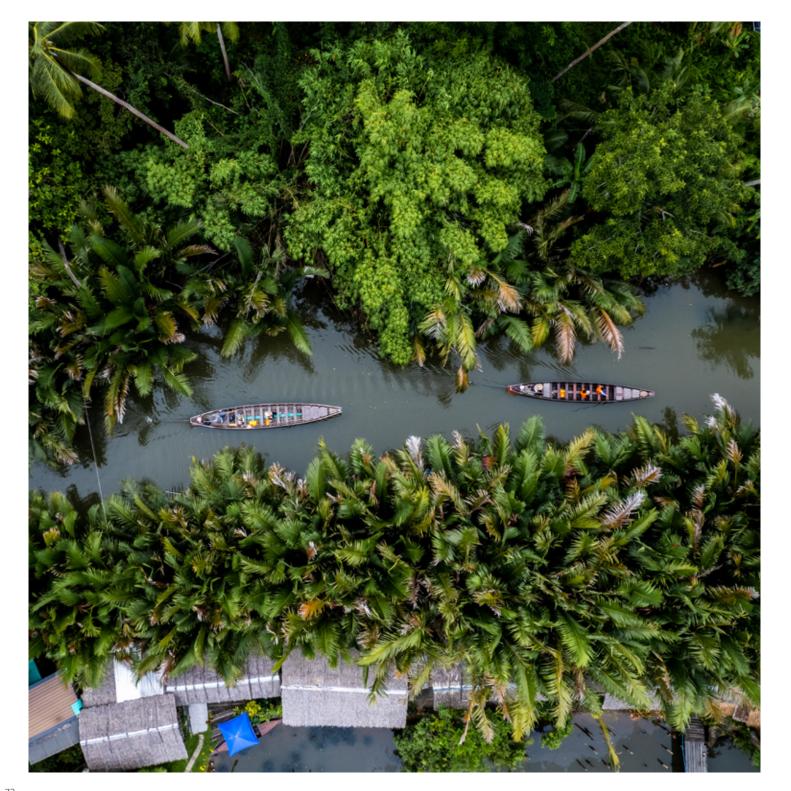




In addition to these islands, this handbook will also introduce you to another aspect of Surat Thani, its verdant forest region. It is a province of evergreen forests adorned with diverse flora, numerous waterways, and numerous species of wildlife. This destination offers a new option for organizing activities for groups of MICE travelers who wish to experience the meaning of travel through the community's way of life, rich nature, and preserved forests by communities and business owners. Consequently, Surat Thani remains one of the most significant landmarks in the Gulf of Thailand that attracts MICE travelers seeking to experience and to be a part of sustainable development.





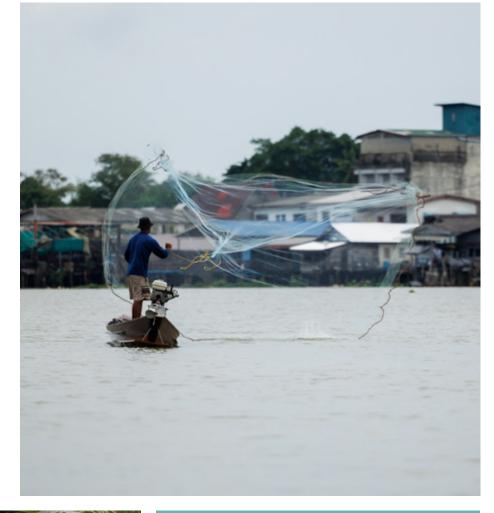




Bang Bai Mai Community

The Canal-side Lives

Bang Bai Mai Community is located in the southern part of the Ta Pi River, approximately 2 kilometers from Surat Thani city. The people of Bang Bai Mai live a "life of a hundred canals", utilizing long-tail boats as their primary mode of transportation from past to present due to numerous canals that flow through and connect the community. This destination offers interesting activities such as a long-tail boat tour to view nature, the tunnel of the nipa palm forest, the herbaceous plants lining the canal, and the local culture. This canal-side forest is a vital to the community. It is a source of income for both agriculture and tourism in the community. Anyone can make beneficial use of the forest while also taking care of it.







- MICE Activities

 MICE Checklists

 Nearby Attractions

 The community can accommodate up to 120 people.

 About 20 long-tail boats are available for service.
- Bang Bai Mai Tourism Community Enterprise
- 42, Moo 1, Bang Bai Mai, Mueang Surat Thani District, Surat Thani 84000
- +66 8 1607 4935
- sriruk2511@gmail.com
- กลุ่มท่องเที่ยวเชิงอนุรักษ์ตำบลบางใบไม้
- 3.50-hour drive from Phuket Deep Sea Port
 - 4-hour drive from Pa Tong Boat Pier 2.35-hour drive from Nathon Pier at Ko Samui (Samui Island)
 - 8.40-hour drive from Bangkok
 - 25-minute drive from Surat Thani International Airport



MICE Activities

MICE Checklists

Bang Bai Mai

Community Surat Thani

- A demonstration of harvesting coconut by the Southern pig-tailed macaque.
- Learn how to make soap from
- cold-pressed coconut oil. Enjoy local lunch made from coconuts at the canal-side activity area.
- The farm can accommodate up to 60 people.
- Minimum group size for the private use of the farm is 20 people. The farm can provide

lunch at the canal-side activity area.

- Suan Lung Song (Uncle Song's Farm)
- 💿 103, Moo 3, Bang Bai Mai, Mueang Surat Thani District, Surat Thani 84000
- +66 8 1396 5077, +66 8 1589 8635
- maprowthai@gmail.com
- 🕜 พร้าวไทย Prow Thai
- www.prowthai.com
- 3.45-hour drive from Phuket Deep Sea Port
 - 3.55-hour drive from Pa Tong Boat Pier
- 2.30-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 8.40-hour drive from Bangkok
- 25-minute drive from Surat Thani International Airport



Suan Lung Song (Uncle Song's Farm) Coconut at Its Best

In addition to being a native coconut farm, Suan Lung Song at Bang Bai Mai is also a learning center for cold-pressed coconut oil production, which is modernized application of local wisdom. Coconuts will be processed into a variety of products containing cold-pressed coconut oil under the brand name "Prow Thai," generating additional income for the community. This farm has several exciting activities for MICE travelers who are interested in local knowledge, including a demonstration of the community's traditional method of harvesting coconuts by the Southern pig-tailed macaque (Surat Thani's native monkey) and learning how to make soap from cold-pressed coconut oil. MICE travelers can also have rare local dishes made of coconuts for lunch at this farm.

















Pha Ton Num Ban Nam Rad

(Ban Nam Rad Watershed Forest) Naturally clear

Pha Ton Num Ban Nam Rad is a forest with natural springs that flow into a 1-meter-deep cyan-colored freshwater pond. The bottom of the pond is composed of sand and limestone sediment, which keeps the water constantly clear. This watershed forest is a natural community attraction that the Ban Nam Rad community has preserved with the goal to sustain nature and generate tourism revenue for the community. The forest is teeming with biodiversity, including lemon button ferns and monkey ladders, southern rainforest native plants that are indicators of clean air quality, upstream fish, mayflies and water striders that are indicators of pure water quality, etc. There is also a boating activity for MICE travelers to closely explore peat swamp forests along the Nam Rad Canal.







Boating through peat swamp forests, feel nature up close

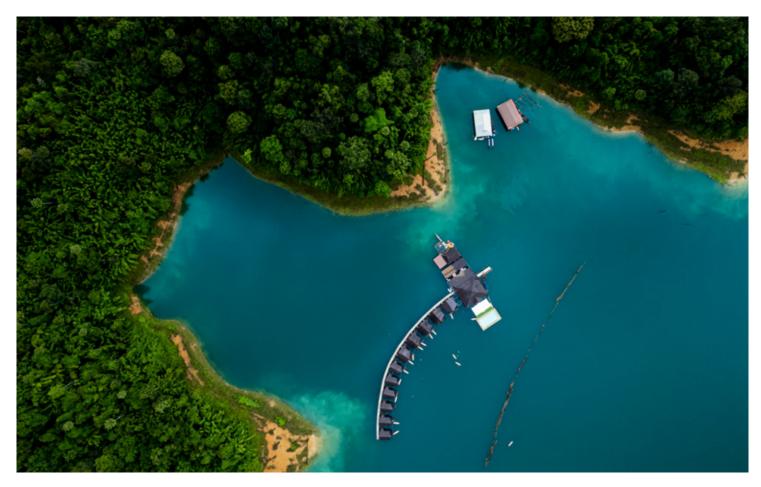


- MICE Activities
- MICE Checklists
- Nearby Attraction

- A boating activity to explore nature closely.
- A boating activity can accommodate up to 40 people.
 A boating activity takes about
- Ban Cheow LanHandwovenFabric Group
- Pha Ton Num Ban Nam Rad (Ban Nam Rad Watershed Forest)
- 24/5, Ban Nam Rad Moo 4, Ban Tham Niap, Khiri Rat Nikhom District, Surat Thani 84180

90 minutes.

- +66 6 5698 5176
- 🕜 ป่าตันน้ำบ้านน้ำราด
- www.cew-bannamrad.or.th
- 3.05-hour drive from Phuket Deep Sea Port
 3.15-hour drive from Pa Tong Boat Pier
- 3.20-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 9.15-hour drive from Bangkok
- 55-minute drive from Surat Thani International Airport





500 Rai Resorts and Tours

Floating in Heaven

The unique-stay accommodation floats in the emerald water of Rajjaprabha Dam, surrounded by the breathtaking scenery of lush forests and limestone mountains such as Khao Sam Kloe (Sam Kloe Mountain).



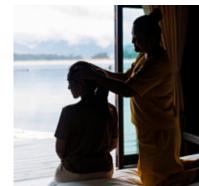




The 500 Rai* is fully equipped with full-service luxury hotel amenities. The resort can be reached by long-tail boat from the dam ridge in approximately 45 minutes. MICE travelers can participate in a variety of activities, such as boat rides for wildlife watching, trekking, and FLEXI Thai massage for relaxation in the hotel room. In addition to its beautiful serenity, the hotel also won the Thailand Boutique Awards in the category of nature and environment conservation.

(*Rai is Thai area unit, 1 rai = 1,600 sq.m.)







- Rajjaprabha Dam.
- Boat rides for wildlife watching in the forest by the dam, such as hornbills, elephants, and gaurs.
- Trekking around the dam ridge. FLEXI Thai massage in the hotel
- MICE Checklists

The resort can

86 people.

accommodate up to

that can accommodate

up to 60 people.

- A raft-style accommodation in
 - 20 hotel rooms and 13 villas.
 - There is a meeting room
- Nearby Attractions
- Bang Hoi Waterfall
- Kri Sorn Viewpoint Klong Saeng
- Watershed Forest Trail
- Rajjaprabha Dam



- 500 Rai Resorts and Tours
- 21/5, Moo 3, Khao Wong, Ban Ta Khun District, Suratthani 84230
- +66 7 795 3013
- booking@500rai.com
- 500rai Floating Resort Chiewlarn Lake Khaosok
- www.500rai.com
- 2.55-hour drive from Phuket Deep Sea Port to Ratchaprapha Marina (pier) 3.08-hour drive from Pa Tong Boat Pier to Ratchaprapha Marina (pier)
- 3.42-hour drive from Nathon Pier at Ko Samui (Samui Island) to Ratchaprapha Marina (pier)

- 9.20-hour drive from Bangkok to Ratchaprapha Marina (pier) 1.05-hour drive from Surat Thani International Airport to Ratchaprapha Marina (pier)
- and a boat ride (1 hour) from Ratchaprapha Marina (pier) to 500 Rai



Ban Cheow Lan Handwoven **Fabric Group** The Renowned Fabric

This community enterprise was established with the intention to preserve the handwoven fabric expertise of the Ban Cheow Lan Royal Folk Arts and Crafts Center. The fabric group focuses on producing regional handicrafts such as "Pha Khao Ma" (Thai loincloth), and adding value to the products by weaving only one fabric, one pattern, and a unique color for each item. Besides preserving local wisdom, it also generates revenue for the community. MICE travelers can also participate in exciting activities, such as learning the process of handwoven fabric and how to make "Lod Chong" (rice flour droplets in sweetened coconut cream syrup), a local tradition following the harvest. At the activity area, MICE travelers can also sample the local Ban Cheow Lan lunch menu, which includes spicy leaf salad, "Nam Phrik" (Thai spicy chili paste) with fresh vegetables, and roasted fish roe with herbs. In addition, the community enterprise provides services to accommodate overnight stay, such as tents and resorts, as well as activities, such as tourism routes around the community and Rajjaprabha









***** **MICE Premium Product**

Ban Cheow Lan Handwoven Fabrics



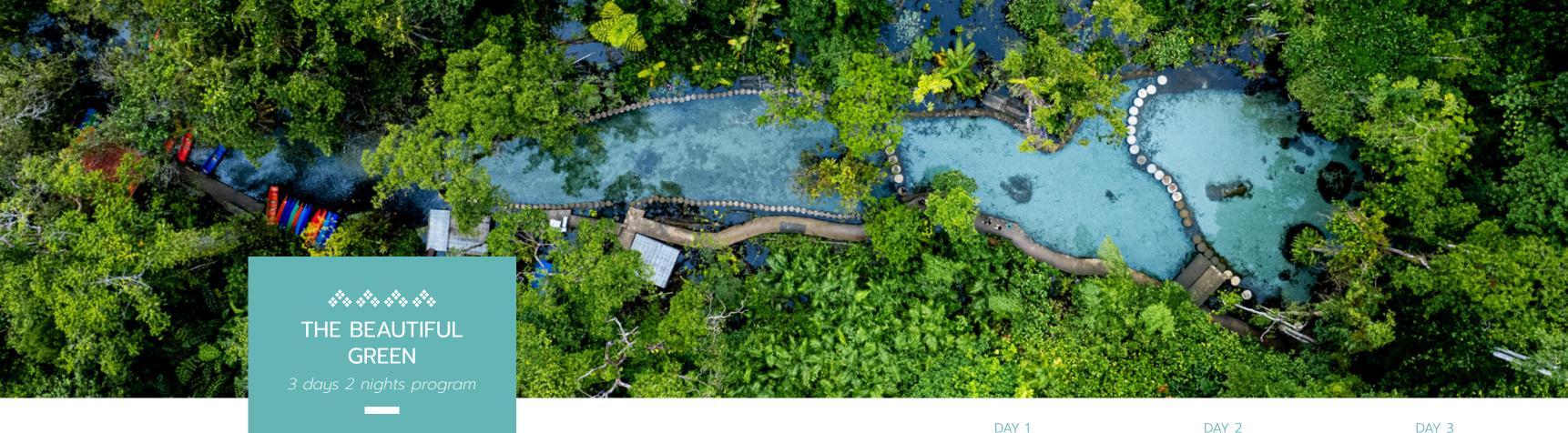
- Learn the process of handwoven fabric.
- Learn how to make the local-tradition "Lod Chong."
- The local Ban Cheow Lan lunch at the activity area.
- ♦ The community enterprise
 ♦ Pha Ton Num can accommodate up to
- please place your order at least 3 weeks in advance.
- Rajjaprabha To purchase the products,

Ban Nam Rad

- Ban Cheow Lan Handwoven Fabric Group
- 370, Moo 4, Khao Phang, Ban Ta Khun District, Surat Thani 84230
- +66 8 7270 0774
- clw2556@gmail.com
- Chuenjit Chuaysong
- 2.25-hour drive from Phuket Deep Sea Port
- 3.08-hour drive from Pa Tong Boat Pier
- 3.42-hour drive from Nathon Pier at Ko Samui (Samui Island) 9.20-hour drive from Bangkok
- 1.05-hour drive from Surat Thani International Airport

SAMPLE ITINERARY





through local wisdom.

DAY 1

Depart from Surat Thani city to Rajjaprabha Dam

- Take a boat ride for sightseeing nature around the dam.
- Arrive at 500 Rai Resort and Tours

Lunch

Lunch at 500 Rai Resort and Tours

Afternoon Boat rides for wildlife watching in the wildlife conservation area around the

Dinner at 500 Rai Resort and Tours

DAY 2

- Breakfast at 500 Rai Resort and Tours
- Depart from 500 Rai Resort and Tours to Ban Cheow Lan Handwoven Fabric Group
- ♦ The local Ban Cheow Lan lunch
- Learn how to make the traditional "Lod Chong"
- Learn the process of handwoven fabrics
- Community products shopping

Back to Surat Thani city to check in at the hotel

- Breakfast at the hotel
- Go to Bang Bai Mai Community
- * Take a boat ride to see the community's way of life by the canal of Tapi River

Lunch at Suan Lung Song (Uncle Song's Farm)

- Participate in a demonstration of harvesting coconuts by the Southern pig-tailed macaque
- Learn how to make soap from cold-pressed coconut oil
- Shop coconut-based products

Back to the airport





NAKHON SI THAMMARAT

THE HISTORICAL LEGACY OF THE SOUTH

The enchanting "Historic City" is rich in civilization and nature, harmoniously blended with the local way of life.





Nakhon Si Thammarat, the second-largest province in the South, is an ancient city dating back to the 7th century of the Buddhist era and a former commercial hub of the Malay Peninsula. As a result, this city is rich in art, civilization, culture and traditions, and religious beliefs that combine intriguingly due to its history as a stopover for international merchants.









Nakhon Si Thammarat is currently the most significant Buddhist city in the south. As a port city, the majority of the people in this province adhere to Buddhism, but historical legacies and diverse past civilizations also influence their way of life. This includes local cultural performances, silverware, woven fabrics, and basketry, particularly in the realm of artistic heritage. There are also abundant natural resources, including mountains, forests, rivers, streams, and the sea. According to a part of the province's motto, "Historic City," Nakhon Si Thammarat is an ideal destination for MICE travelers who would like to discover the locals' way of life, rich history, and fascinating culture.

Nakhon Si & Thammarat

The Historical Legacy of the South





Tha Wang-Tha Mon area

Nakhon's Full-of-History Area

Tha Wang-Tha Mon area, one of Nakorn Si Thammarat's most full-of-history ancient areas, is a former port, an important commercial center, and home to several registered historical sites by the Fine Arts Department. The community of this area is a trading neighborhood that combines the Thai-Buddhist and Thai-Chinese cultures. Learn the area's history through its architecture, which is still rich with cultural heritage of the past, with a walking tour activity. This activity will take MICE travelers to significant locations, such as Wat Phra Mahathat Woramahawihan, the 100-year-old monastic cell of Wat Chanthraram, Kuan U Shrine, and colonialstyle shophouses.





Wat Phra Mahathat Woramahawihan

This is a Buddhist sanctuary built in the 18th century of the Buddhist era. The temple contains elements of Mahayana Buddhism, Theravada Buddhism, Srivijayan art, and Sri Lankan art in its architecture. The royal pagoda includes a relic of the Buddha, and the pagoda's peak is covered with gold sheets.

Kuan U Shrine (Guan Yu Shrine)

This shrine, constructed during King Rama V's reign, is a significant location for Thai-Chinese people in this area. The enshrined wood-carved statue of Guan Yu was brought from Guangdong, China.









100-year-old monastic cell, Wat Chanthraram

This old wooden monastic cell was constructed in 1922. In the past, this was an academy for essential Nakhon Si Thammarat artisanal skills like carpentry and fine art metal smithery.







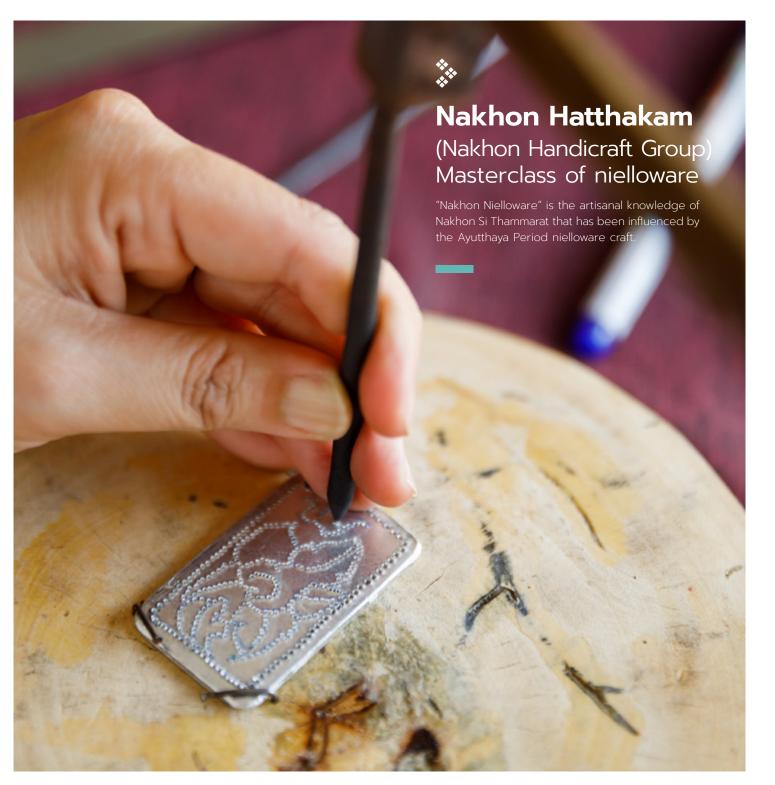
- MICE Checklists MICE Activities Learn the area's A walking tour activity history through its can accommodate up to architecture with a walking tour activity.
 - 50 people. To encourage thorough participation in a walking tour activity, it is recommended to divide into smaller groups.
- Nakhon Hatthakam NORM SPACE Yongkang Café

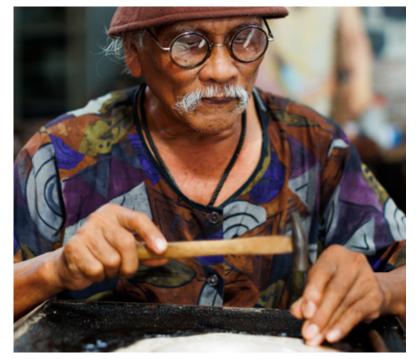
Nearby Attraction

- Ban Nang Talung Suchart Subsin
- Creative Nakhon
- 💿 33 Soi Chokdee 56, Pattanakarn Khu-Kwang Rd., Nai Mueang, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
- +66 8 9785 2635
- nakkhid@hotmail.com
- Creative Nakhon
- 5.05-hour drive from Phuket Deep Sea Port
- 5.13-hour drive from Pa Tong Boat Pier
- 3.10-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 10.50-hour drive from Bangkok
- 20-minute drive from Nakhon Si Thammarat International Airport

Colonial-style shophouses

Colonial-style shophouses along Ratchadamnoen road retain their original architecture and are historically and aesthetically significant.





Nielloware's artisanship evolved into a high-caliber craft that demanded extensive skill and expertise. Nakhon Hatthakam is the traditional nielloware learning center. MICE travelers can participate in an introductory nielloware-making workshop at the center, where they will learn the entire process of creating nielloware from start to finish. This activity is facilitated by Nikhom Nok-aksorn, one of Thailand's art masters in metalwork and a Southern Thai Philosopher in Southern folk handicrafts.









Tha Wang-Tha Mon area

- Introductory nielloware-The workshop
- making workshop with Nikhom Nok-aksorn.
- Observe a demonstration of nielloware-making in ancient style.
- can accommodate up to 20 people. The workshop
- 2 hours.
- takes approximately
- Yongkang Café Ban Nang Talung Suchart Subsin Baan Tan Khun Ratthawut Wicharn

NORM SPACE

- Nakhon Hatthakam (Nakhon Handicraft Group)
- 1 Sa Riang Rd., Nai Mueang, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
- +66 8 1082 2512, +66 9 9410 5039
- 4.55-hour drive from Phuket Deep Sea Port 5.05-hour drive from Pa Tong Boat Pier
- 3.10-hour drive from Nathon Pier at Ko Samui (Samui Island) 10.40-hour drive from Bangkok

25-minute drive from Nakhon Si Thammarat International Airport



*** *** *** **MICE Premium Product**





Ban Nang Talung Suchart Subsin

(House of Suchart Sapsin's Shadow Puppet Museum) Southern Shadow Puppetry

"Nang Talung," a unique shadow puppetry and local cultural heritage of the South, has been preserved at Ban Nang Talung Suchart Subsin. This house is Thailand's first Nang Talung Museum, founded by Suchart Sapsin, Nang Talung master and national artist in performing arts (folk arts). This museum displays over 100 years of ancient shadow puppets collected from various locations in Thailand and abroad, including musical instruments and equipment used for shadow puppet performances. In addition, there are interesting activities, such as a demonstration of making Nang Talung for souvenirs and the Nang Talung show at the theater. MICE travelers interested in culture will receive the full experience from visiting this house, guaranteed by 2 Thailand Tourism Awards: Outstanding Award in the category of cultural attractions and historic sites in 1996 and an Award in the category of recreational attractions for learning in 1999.

Guided by Watee Subsin Current Heir of the House









MICE Activities





MICE Checklists







Baan Tan Khun Ratthawut Wicharn

House of Nakhon's Lives

This Thai house has been awarded the Architectural Conservation Award 2013 in the residential and private house category by the Association of Siamese Architects Under Royal Patronage (ASA). The building has distinctive features with historical details, such as a single-story house, open space under the house, and a hip roof. There are two front porches, a guest reception room, and a living room that can see the pagoda's golden peak of Wat Phra Mahathat Woramahawihan. In addition, other elements of the building aid in humidity and air ventilation, which is considered valuable architectural wisdom of Nakhon Si Thammarat. This place was once the residence of "Khun Ratthawut Wicharn," the chief of Klai district. Today, the heirs of the family have restored and converted this location into a museum and learning center on Nakhon Si Thammarat people's culture and way of life. Besides, the museum can arrange Nakhon-style lunch (private lunch arrangement) in the open space under the house.











The museum is managed by Sunant Threesatayapan Current Heir of the Museum

Nearby Attraction

Tha Mon area

NORM SPACE

Yongkang Café

Ban Nang Talung

Suchart Subsin

Tha Wang-





- MICE Checklists MICE Activities Visit the museum of The museum can Nakhon Si Thammarat accommodate up to people's culture and 30 people. way of life. Please make reservations Nakhon-style lunch in advance for a private (private lunch lunch arrangement. For lunch menus, arrangement) in the open space under please get in touch with the house. Roy Cham Boat Noodle Restaurant. Baan Tan Khun Ratthawut Wicharn

 - 512, Ratchadamnoen Rd., Nai Mueang, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
 - +66 6 1547 8536
 - baantankhun@gmail.com
 - 🕜 บ้านท่านขุน Baantankhun
 - Roy Cham Boat Noodle Restaurant (contact person: Aimon Songarvut)
 - 89/185, Pattanakarn Khu-Kwang Rd., Khlang, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
 - **(** +66 6 2874 4944
 - 4.50-hour drive from Phuket Deep Sea Port 5-hour drive from Pa Tong Boat Pier 4.25-hour drive from Nathon Pier at Ko Samui (Samui Island) 10.45-hour drive from Bangkok 25-minute drive from Nakhon Si Thammarat International Airport





NORM SPACE

(Private Museum of Norm Uparamai) The Legend of Nakhon

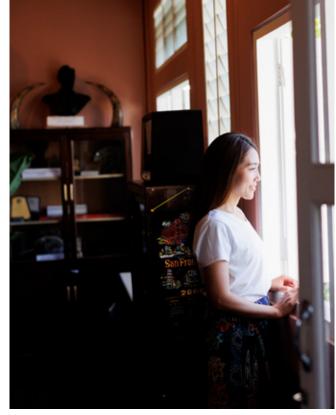


This white building is the residence of "Norm Uparamai," former Deputy Minister of Education, former Deputy Speaker of the House of Representatives, and former member of the House of Representatives of Nakhon Si Thammarat, who contributed to the advancement and improvement of people's lives through the development of education in the province. The upper floor is a private museum dedicated to Norm's biography. There is a cafe and a multipurpose creative space on the ground floor. This space can be utilized as a small meeting venue, a workshop for watercolor painting with local artists, and stop for snack or coffee break in the heart of the city. In addition, there are interesting activities such as "Mak Khum," a distinctive southern folk toy.









MICE Activities

- A multipurpose creative space for a small meeting.
- A workshop for watercolor painting with local artists.
- A snack and coffee break stop in the heart of the city.
- MICE Checklists

 The private room can accommodate up to 15

people for a small meeting.

- The cafe area can
 accommodate up to 20
 people for a workshop.
- and coffee Snacks and coffee breaks on in the for up to 30 people can be arranged both inside and outside the house.
- Tha Wang-Tha Mon areaYongkang Café

Ban Nang Talung

- NORM SPACE (Private Museum of Norm Uparamai)
- 1104, Soi Bo-ang, Sriprach Rd., Khlang, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
- **(** +66 8 1893 5971
- siroj@me.com
- NORM SPACE
- 4.45-hour drive from Phuket Deep Sea Port
- 4.55-hour drive from Pa Tong Boat Pier

3.05-hour drive from Nathon Pier at Ko Samui (Samui Island) 10.35-hour drive from Bangkok

20-minute drive from Nakhon Si Thammarat International Airport

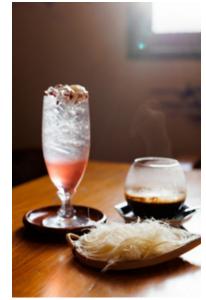




Yongkang Café A Prosperous Place

A two-story building over a hundred years old, full of architecture, appliances, and the story of the life of Thai people of Chinese descent in the past, was renovated into a contemporary-style café hidden in the Tha Wang-Tha Mon area. Yongkang Café is another little page in the history of Nakhon Si Thammarat that is worth a visit. Various food and beverages are available here, such as Ama/Akong Boiled Rice Signature Lunch Set, Lychee Rose Soda, and Cotton Americano Coffee. In addition, Yongkang Cafe can host various activities for MICE travelers, such as a small casual meeting, a private multi-functional creative space, a lunch venue (casual lunch), a stopover for snacks and afternoon coffee, etc.











- MICE Checklists MICE Activities
- lunch) or a coffee breaks venue.
- The 2nd floor can be arranged as a private multifunctional creative space or a small meeting.

- The café can arrange a lunch venue (casual

- Private multifunctional
- creative space can be divided into 2 zones. The first zone can accommodate up to 20 people. The second zone can accommodate up to 15 people.
- The café can accommodate Tha Wangup to 35 people. Tha Mon area
 - Ban Nang Talung Suchart Subsin
 - Baan Tan Khun Ratthawut Wicharn

- 1690, Tha Pho Rd., Tha Wang, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
- **(** +66 75 342 465
- ← Yongkang Cafe 永康
- 4.45-hour drive from Phuket Deep Sea Port
- 4.50-hour drive from Pa Tong Boat Pier
- 3.03-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 10.30-hour drive from Bangkok

18-minute drive from Nakhon Si Thammarat International Airport

**

One More Thai Craft Chocolates

Rich and Real Thai Chocolate

With the goal of developing a local resource that has been cultivated for more than 50 years, such as cacao, and enhancing the reputation of Thai chocolate, One More Thai Craft Chocolates is not only a local chocolate shop in Nakhon Si Thammarat but also one of the initiators of sustainable circular economy for local communities. This shop supports the employment of cacao farmers and community members in the cacao process. The processing quality is controlled in accordance with the FCCI (Fine Cacao and Chocolate Institute) curriculum, resulting in fine, rich, high-fat, and uniquely flavored Thai chocolate. This store has also been chosen as one of the pilot projects in Thailand to join the CIRCO (Creating Business Through Circular Design) program in the Netherlands. In addition, there are engaging activities at One More, such as learning the origins of chocolate from cacao, participating in a Bean to Bar Workshop (how to make craft chocolate), and sampling various types of chocolate, ranging from chocolate bars to signature drinks like hot cocoa with coconut nectar from Pak Poon Community.















** ** ** MICE Premium Product

One More Chocolate This 100% premium Thai chocolate from Nakhon Si Thammarat has a distinct flavor. There are numerous interesting products, including dark chocolate bars containing 70% to 83% cocoa, vegan white chocolate, white chocolate with mangosteen, and white chocolate with durian.



MICE Checkl



- Learn the origins of chocolate from cacao.
- Participate in a Bean to Bar Workshop (how to make craft chocolate).
- Taste various types of Thai chocolate.
- MICE Checklis
- The shop can accommodate up to 20 people.
 The shop can arrange a
- private group (please make reservations in advance).
- Pak Poon
 Community

- One More Thai Craft Chocolates
- 9, Moo 1, Pak Phun, Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
- +66 8 1599 0122
- onemore.chocolates2020@gmail.com, nuchnakhon1@gmail.com
- 🕜 One more วันมอร์ Thai craft chocolates
- www.onemorechocolates.com
- 4.50-hour drive from Phuket Deep Sea Port
 4.55-hour drive from Pa Tong Boat Pier
- 2.56-hour drive from Nathon Pier at Ko Samui (Samui Island) 10.25-hour drive from Bangkok
- 10-minute drive from Nakhon Si Thammarat International Airport

Pak Poon Community Bridge of Nature's Abundance Historically, the Pak Poon estuary served as a link between the Gulf of Thailand and the city of Nakhon Si Thammarat. Since the reign of King Rama II, a mixture of Thai-Buddhist and Muslim cultures has been influencing the way of life here. Pak Poon Community is still one of the communities with the most mangrove forests and marine life in the province. People in this area have formed the Pak Poon Tourism Community Enterprise, prepared to welcome MICE travelers who seek out nature and local culture. Mae Thong Pring Coconut Farm, Pha Suk Pottery, Ban Pak Poon Local Fisheries, Amazon Tunnel, and Pak Paying Restaurant's spicy local cuisine are just a few of the many interesting activities available.







Mae Thong Pring Coconut Farm

This organic coconut farm's activity is a demonstration of harvesting coconut nectar, transforming coconut nectar into coconut sugar (Thai caramel), and preparing Kanom Ko (southern boiled sticky rice ball) stuffed with coconut sugar.

Pha Suk Pottery

There are activities such as learning local method of pottery and participating in doit-yourself pottery activities for everyone to create their own one-of-a-kind pottery.







Ban Pak Poon **Local Fisheries**

There are activities such as learning to make pottery with local knowledge and doit-yourself pottery activities for everyone to create their own one-of-a-kind pottery.

Amazon Tunnel

This is the only mangrove tunnel in Thailand with a boating activity to see the abundance of nature along both sides of the canal, such as loop-root mangroves, mudskippers, and a variety of birds. This activity takes approximately 1.30 hours.

activities (including

lunch).



Pak Paying Restaurant

With a relaxed and shady ambiance, this canal-side restaurant in Pak Paying serves seafood from the community's fishing rafts and prepares dishes with a spicy southern flavor.





- The community can
- nectar, transforming coconut nectar into coconut sugar, and preparing Kanom Ko stuffed with coconut sugar.
- DIY pottery workshop.
- Observe a demonstration of the local wisdom cage trap for serrated mud crabs.
- Try local cuisine at Pak Paying restaurant.

MICE Activities A demonstration of harvesting coconut

- accommodate up to 30 people. Suitable for half-day
- Pak Poon Tourism Community Enterprise
- 💽 172, Moo 4, Huai Sai-Pak Phun Rd., Mueang Nakhon Si Thammarat District, Nakhon Si Thammarat 80000
- +66 75 774 130, +66 9 5431 1159
- 🕜 ท่องเที่ยวโดยชุมชนปากพูน
- Pak Paying Restaurant
- 3 71/4, Moo 14, Nakhon Si Thammarat-Surat Thai Rd., Tha Sala District, Nakhon Si Thammarat 80160
- +66 8 3185 1053
- 🚹 ครัวปากพยิง
- 4.50-hour drive from Phuket Deep Sea Port

4.55-hour drive from Pa Tong Boat Pier

3-hour drive from Nathon Pier at Ko Samui (Samui Island)

10.20-hour drive from Bangkok

12-minute drive from Nakhon Si Thammarat International Airport



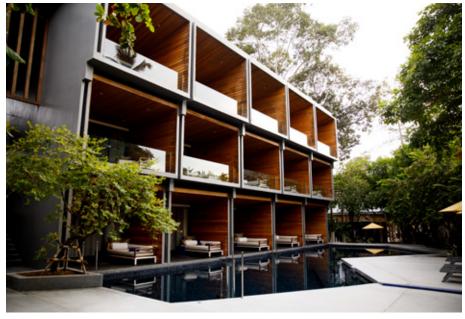
Sichon Cabana **Beach Resort**

Recharge Actively

The Sichon Beach Resort is only one hour from the city of Nakhon Si Thammarat. In accordance with the management concept of "a recharging place for happiness, life, and creativity," the hotel's design is contemporary, but the materials used are distinctively local to the city, and the seafood used in every dish can be obtained from the local fishing rafts as the support for the community to generate income. This hotel also offers a variety of marine sports activities, such as SUP boarding, windsurfing, sailing, and catamarans, to accommodate MICE guests with an active lifestyle. There are also windsurfing and surfing courses for beginners, supervised by certified instructors and utilizing standard equipment. In addition to the aforementioned marine sports activities, the Sichon Beach area can also host active MICE activities such as triathlon camps, mountain bike races, etc.























•	MICE Activities	563	MICE Check

- There are 13 room types with 33 hotel rooms.
- A variety of marine sports activities. Windsurfing and surfing courses for

The resort is near

the beach.

- beginners. (theatre style).
- Hin Ngam Beach Sichon Beach
- A small multipurpose Khanom-Sichon beach road room can be arranged as a casual meeting
- Khao Phlai Dam room for 20 people viewpoint
- O Sichon Cabana Beach Resort
- 625, Moo 3, Sichon District, Nakhon Si Thammarat. 80120
- **(** +66 75 536 055, +66 6 3525 7177
- Sichoncabana@gmail.com
- Sichon Cabana Beach Resort
- www.sichoncabana.com
- 4.25-hour drive from Phuket Deep Sea Port
- 4.30-hour drive from Pa Tong Boat Pier
- 2.15-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 9.35-hour drive from Bangkok
- 54-minute drive from Nakhon Si Thammarat International Airport



******* THE CULTURAL HERITAGE

This activity will introduce you to the history of Nakhon Si Thammarat via the old commercial district and its still-beautiful, intricate architecture. Then, perpetuate the legacy of local knowledge through learning activities involving valuable masterclass craftsmanship in order to pass on sustainability from generation to generation.

Morning

- Depart from the hotel to Tha Wang-Tha Mon area
- Take a stroll through the Tha Wang-Tha Mon area to see the city's local architecture
- Visit Baan Tan Khun Ratthawut Wicharn

Lunch

Nakhon-style lunch (private lunch arrangement) at Baan Tan Khun Ratthawut Wicharn

Afternoon

Introductory nielloware-making workshop with making nielloware keychain at Nakhon Hatthakam

Evening

Back to the hotel



sample agricultural products

- Harvest coconut nectar, transform coconut nectar into coconut sugar, and prepare Kanom Ko stuffed with coconut sugar
- DIY pottery workshop.
- Observe a demonstration of the cage trap for serrated mud crabs.

Lunch

Try local cuisine at Pak Paying restaurant

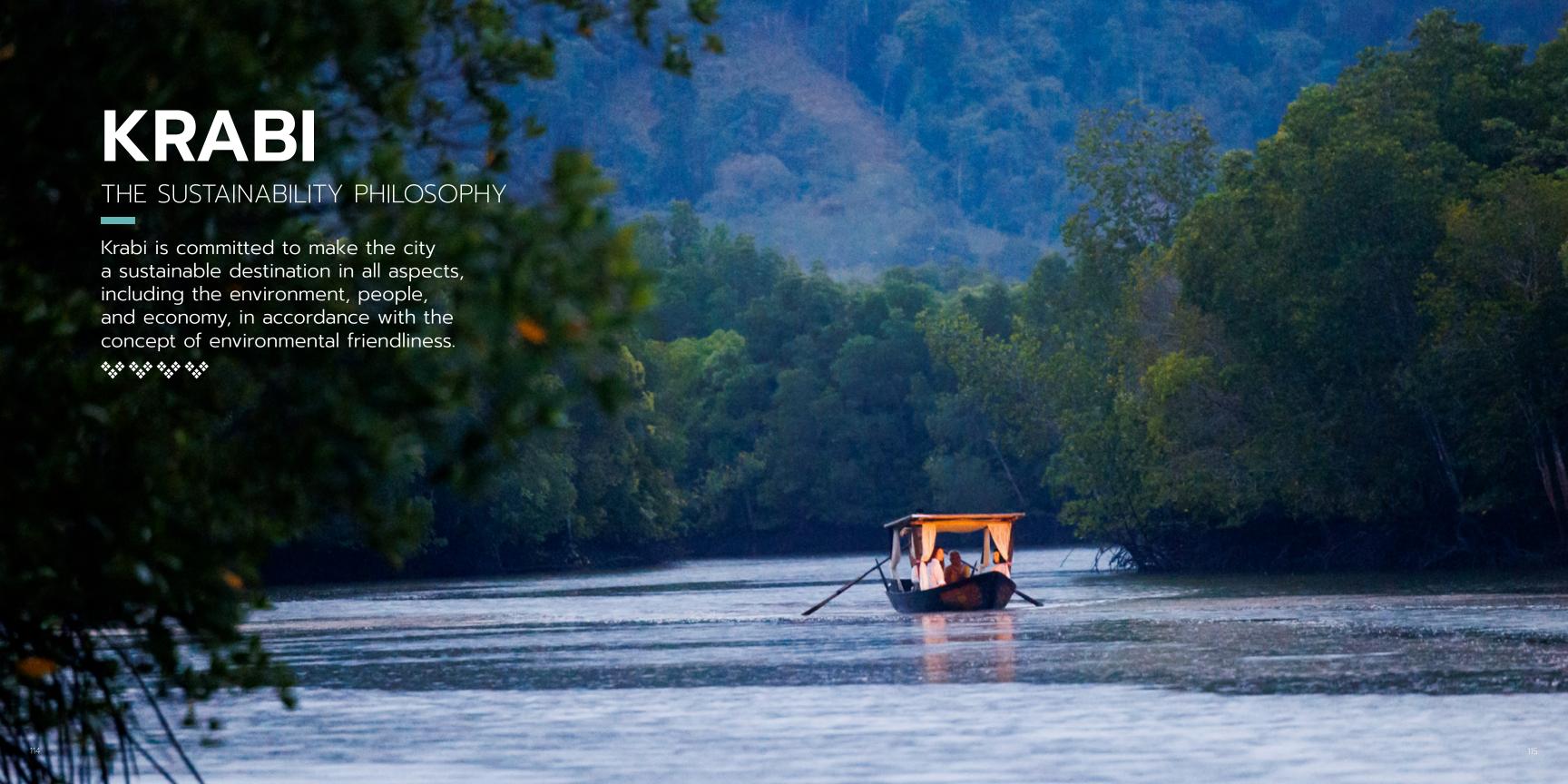
Afternoon Participate in a Bean to Bar Workshop at One More Thai Craft Chocolates

- Go to Sichon District
- Check-in at Sichon Cabana Beach Resort

DAY 2

- Breakfast with local menus at the hotel
- Enjoy marine sports activities such as surfing and windsurfing
- Lunch at the hotel
- Depart from the hotel to Nakhon Si Thammarat City
- Visit NORM SPACE
- Enjoy a watercolor painting workshop with local artists

Back to the airport





In addition to being a former prehistoric community with a long history, Krabi is also renowned for the abundance and beauty of its natural surroundings. Due to its mountains, caves, waterfalls, beaches, seashores, and islands, as well as the allure of the connected-to-nature lifestyle of the locals, Krabi is one of the destinations that MICE travelers from all over the world aspire to visit.







Krabi is also dedicated to making the city a sustainable destination in all aspects, including the environment, people, and economy by supporting local entrepreneurs, distributing profits to the community, being eco-friendly, and staying active in social responsibility which result high-quality products and services ready to welcome MICE travelers.

Particularly, these products and services have low carbon footprints, as demonstrated by the hotels' energy resource management in the province with water, electricity, and fuel. In addition, local communities are also committed to the concept of self-reliant development, utilizing their capabilities (such as agriculture and fisheries) to create products and services that perfectly meet the needs of MICE travelers.

















Rai Pan Sook (Pan Sook Farm) Create Organically, Consume Responsibly

Rai Pan Sook, an 'agri-nature' style compact-sized farm, is managed by the Pan Sook community enterprise. This farm is the upstream of organic agricultural production in the area, with chemical-free management from planting to harvesting to maintain biological fertility in the ecosystem while obtaining truly natural products. These products have also been distributed to local business owners, hotels, and restaurants. In addition, Rai Pan Sook has partnered with the Thai Organic Consumer Association (TOCA) to organize organic agricultural tourism (Organic Fam Trip) in accordance with the BCG economy development (Bio - Circular - Green economy). MICE travelers can experience organic farming practices and contribute to the movement of organic society in the area. Other interesting activities include kayaking in Klong Root (Clear Watershed Canal) and sampling farm-to-table dishes.







Farm-to-table dishes. Kayaking in Klong Root (Clear Water Canal).

Ao Nang Beach

 Picking vegetables, fruits, and herbs for cooking. There are kayak services Ao Nang Elephant Sanctuary

Hat Nappharat Thara-Mu Ko Phi Phi with paddlers available. National Park

Rai Pan Sook (Pan Sook Farm)

Soi Klong Root, Nong Thale, Mueang Krabi District, Krabi 81000

+66 8 6615 4942, +66 8 1970 5997

🕜 ไร่ปันสุข กระบี่

2.35-hour drive from Phuket Deep Sea Port

2.45-hour drive from Pa Tong Boat Pier

4.15-hour drive from Nathon Pier at Ko Samui (Samui Island).

10.20-hour drive from Bangkok

30-minute drive from Krabi Airport







Ban Thung Yee Peng Ecotourism Community Enterprise

Bathe the Sunrise, Listen to the Forests

Thung Yee Peng Community is a Muslim community that settled on Ko Lanta Yai about 100 years ago. This community is surrounded by mountain forests, swamp forests, more than 7,000 rai of mangrove forests, canals and rivers, and the sea. Thung Yee Peng people depend on local fisheries and agriculture like Pará rubber tree plantation. This area is managed by Ban Thung Yee Peng Ecotourism Community Enterprise with the goal to become key destination that connects the way of life from the mangrove forest community to the Andaman Sea. There are activities that encourage visiting MICE travelers to conserve and restore natural resources. For instance, catch the sunrise via "charcoal boat" (a charcoal-carrying boat in the past that is now a passenger boat for tourism). This activity will take participants on an early morning boat along the brackish water canal while listening to the sounds of nature amidst the rich mangrove forests and diverse marine life, including winkles, blood clams, and fiddler crabs. In addition, MICE travelers can enjoy a Thung Yee Peng breakfast while sipping popular local beverage such as "Cha Lam Peng" (Lam Peng tea). In addition, boating activities can be scheduled during the day, evening, and night (especially on nights with a full moon), providing a unique experience at each time of day.



















Group)

(Ko Lanta Island

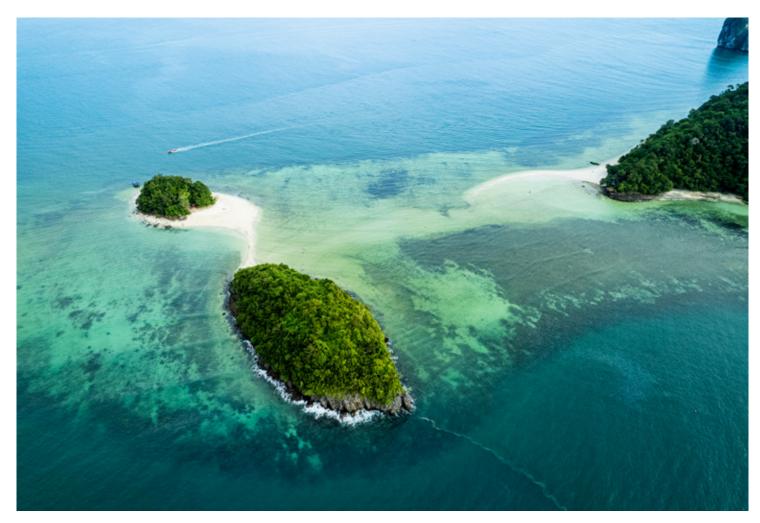
- Catch the sunrise via charcoal boat.
- Enjoy a Thung Yee Peng breakfast and
- accommodate up to 40 people. There are charcoal boat
 - services with paddlers available.
- Ban Thung Yee Peng Ecotourism Community Enterprise
- 3 58, Moo 4, Sala Dan, Ko Lanta District, Krabi 811150
- +66 8 9590 9173
- 👔 เรือแจวทุ่งหยีเพ็ง Koh lanta krabi
- 3.35-hour drive from Phuket Deep Sea Port to Hua Hin Pier (Krabi)
- 3.40-hour drive from Pa Tong Boat Pier to Hua Hin Pier (Krabi)
- 5-hour drive from Nathon Pier at Ko Samui (Samui Island) to Hua Hin Pier (Krabi) 11.16-hour drive from Bangkok to Hua Hin Pier (Krabi)
- 58-minute drive from Krabi Airport to Hua Hin Pier (Krabi)
- , 15-minute ferry ride from Hua Hin Pier (Krabi) to Khlong Mak Pier
- and 17-minute drive from Khlong Mak Pier to Ban Thung Yee Peng





MICE Premium Product

Cha Lam Peng (Lam Peng tea) Lam Peng





Krabi Expert TourThe New Luxury

"The New Luxury" is the definition of Krabi Expert Tour, the private boat tour agency on the Krabi sea.







The agency transformed one of the southern icon, like a local fishing boat called "Ruea Hua Tong," into luxury cruise experience with well-selected features, amenities, and services, such as, the boat's color scheme, appliances, lunch set in the basket, and onboard personal assistants to recommend the most Instagrammable spot to create an unforgettable experience and memory for MICE travelers. There are suggested routes, including a half-day program for 4-island trip (Railay Beach, Thale Waek (a tombolo), Poda Island, and Ko Kai or Kai Island), and a full-day program for Hong Island trip (Hong Island, Hong Lagoon, Lao La Ding Island, and Ko Pakbia or Pakbia Island).

MICE Activities	MICE Checklists	Nearby Attractions
Enjoy the Krabi sea via exclusive luxury Ruea Hua Tong.	 The agency can accommodate up to 50 people. There are 6 Ruea Hua Tong available for services. A Ruea Hua Tong can accommodate up to 8 people. Lunch set and snacks with beverages are available for onboard or on-the-beach service. The half-day program takes approximately 4 - 5 hours, with 2 available time slots: morning (8.00 - 12.30 hrs.) and afternoon (14:0 - 18:30 hrs.). 	Ao NangBeachNopharatThara Beach
	The full-day program takes approximately 8 - 9 hours, with 3 available time slots: 8.00 - 16.30 hrs., 9.00 - 17.30 hrs., and 10.00 - 18.30 hrs.	



- 🕑 222, Moo 3, Ao Nang, Mueang Krabi District, Krabi 81180
- +66 6 5196 4446
- krabiexperttour@gmail.com
- Krabi Expert Tour
- 2.44-hour drive from Phuket Deep Sea Port to get on the Krabi Expert Tour boat at Wangsai Speedboat Pier 2.50-hour drive from Pa Tong Boat Pier to get on the Krabi Expert Tour boat at Wangsai Speedboat Pier 5-hour drive from Nathon Pier at Ko Samui (Samui Island) to get on the Krabi Expert Tour boat at Wangsai Speedboat Pier

10.30-hour drive from Bangkok to get on the Krabi Expert Tour boat at Wangsai Speedboat Pier 30-minute drive from Krabi Airport to get on the Krabi Expert Tour boat at Wangsai Speedboat Pier

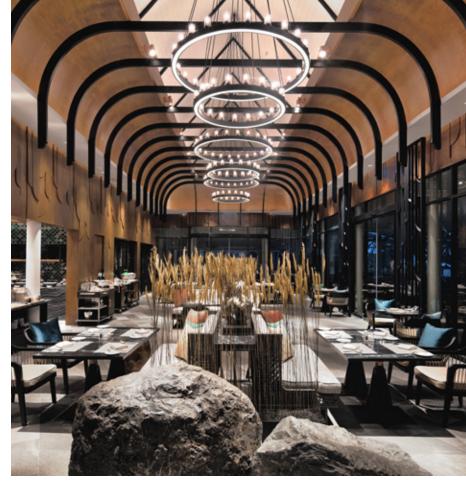






The Naga Kitchen Wellness Cuisine

This all-day dining restaurant at the 5-star Banyan Tree Krabi serves rustic and authentic international cuisine in comfortable and tranquil setting. This restaurant's "wellness menu" concept is an oasis for health-conscious MICE travelers. The Naga menus focus on health, from the selection of fresh ingredients to the flavor and variety of the food, especially plant-based food. These menus are also recommended as part of the hotel's "Wellbeing Sanctuary" program, which aims to create a 360-degree wellness experience for the body and mind.



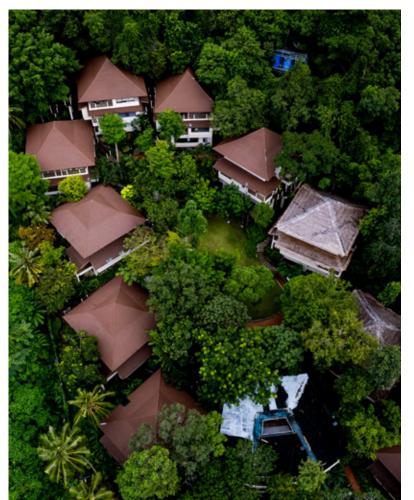








- MICE Checklists MICE Activities Enjoy the 5-star The restaurant can accommodate Banyan hotel's rustic, up to 50 people. Tree Krabi authentic, and healthy The restaurant is able to organize Amari Vogue Krabi international cuisine. a private lunch or dinner (advance reservation with a minimum of 30 people required).
- O The Naga Kitchen, Banyan Tree Krabi
- 📀 279, Nong Thale, Mueang Krabi District, Krabi 81180
- +66 75 811 888
- naga-krabi@banyantree.com
- www.banyantree.com/thailand/krabi/dining/the-naga-kitchen
- 2.50-hour drive from Phuket Deep Sea Port
- 3-hour drive from Pa Tong Boat Pier
- 4.30-hour drive from Nathon Pier at Ko Samui (Samui Island) 10.35-hour drive from Bangkok
- 46-minute drive from Krabi Airport





Pakasai Resort Be at Home with Nature

The surrounding concept of Pakasai Resort, a hotel located 5 minutes away from Ao Nang Beach, is "be at home with nature." This hotel operates with zero waste in mind, from the building design, solar-cell energy usage, non-single-use items in hotel rooms, 100% wastewater treatment for toilet flush, and waste management for biogas and EM (Effective Microorganisms).





ecklists $igoplus_{A}^{N}$

- A Thai cooking class.
- A yoga class
- $\ \ \, \ \ \, \ \ \, \ \ \,$ An organic farm visit with kayaks.
- Therapeutic massage and osteopathy massage.
- 102 hotel rooms.
- There is a multipurpose meeting room with space for up to 40 people.
- Ao Nang
 - with Nopharat
 to 40 Thara Beach
 - Rai Pan Sook

- Pakasai Resort
- 📀 88 Moo 3, Ao Nang, Mueang Krabi District, Krabi 81180
- +66 75 637 777
- pakasai@pakasai.com
- Pakasai Resort
- www.pakasai.com
- 2.45-hour drive from Phuket Deep Sea Port
- 2.50-hour drive from Pa Tong Boat Pier
- 4.25-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 10.27-hour drive from Bangkok
- 30-minute drive from Krabi Airport







In addition to distributing income to the community, the hotel uses local ingredients and products, thereby conserving 30 - 40% of energy from transportation and packaging waste. This reduces the hotel's daily waste production from 200 kilograms to only 20 kilograms. Pakasai Resort ensure MICE travelers that the hotel's management does not exploit nature, creating the least amount of impact on the surrounding ecosystems while maintaining tourist attractions in a sustainable manner, guaranteed with the winner of the 2019 ASEAN Energy Award for Energy Efficient Building in the Tropical Building Category.





Activities at Pakasai Resort

Arokaya Wellness Sala at Pakasai Resort offers a variety of healthy activities for the enjoyment of MICE travelers. The Thai cooking class will teach you how to use Thai herbs for a well-being experience while the yoga class teaches you breathing exercises and muscle control for relaxation. There is also an organic farm visit with kayaks to taste fresh ingredients. Additionally, therapeutic massage and osteopathy massage are available.







INTO THE SOUTH PUT YOUR MIND AT EASE

3 days 2 nights progran

Because caring for the world is our responsibility. Join the search for the meaning of "eco-friendly travel," a travel experience that will lead to a change that combines people's way of life, culture, and nature after the ecosystem has recovered. This experience fosters "understanding," which leads to "caring" for the circular economy in the community and the world sustainably.



	DAY 1	DAY 2	DAY 3
Morning	 Go to Rai Pan Sook Learn "agri-nature" organic farming practices and sample farm-grown produce Kayak in Klong Root (Clear Watershed Canal) Depart from Rai Pan Sook to Pakasai Resort 	 Depart from the hotel to Wang Sai Pier Enjoy the exclusive 4-island trip via exclusive luxury long-tail boats from Krabi Expert Tour 	 Depart from Avani+ Koh Lanta Krabi Resort to Thung Yee Peng Community "Bathe the sunrise, listen to the forests," catch the sunrise via charcoal boat along the mangrove forests Thung Yee Peng breakfast on the boats
Lunch	Enjoy the "body's elements balancing" lunch at Pakasai Resort	Picnic on the beach	Local seafood lunch at the restaurant in Sri Raya Old Town Community, Ko Lanta
Afternoon	 Stress relieving activity with Thai traditional medical style at Arokaya Wellness Sala, Pakasai Resort Depart from Pakasai Resort to Banyan Tree Krabi 	Go to Ko Lanta	Depart from Ko Lanta to Krabi cty
Evening	 Dinner with healthy menus at The Naga Kitchen, Banyan Tree Krabi Depart from Banyan Tree Krabi to the hotel in Krabi city 	 Sunset dinner at The Cliff, Avani+ Koh Lanta Krabi Resort Check-in at Avani+ Koh Lanta Krabi Resort 	



KRABI SUSTAINABLE **JOURNEY**

Krabi is committed to make the city a sustainable "Krabi Sustainable Journey" that are distributed to local chemical-free farm-to-table In addition to being close distribute income to the



DAY 1

Stress relieving activity with Thai traditional medical style at Arokaya Wellness Sala, Pakasai Resort

Lunch

Enjoy the "body's elements balancing" lunch at Pakasai Resort

- Depart from the hotel to Wang Sai Pier
- Enjoy the exclusive 4-island trip via exclusive luxury long-tail boats from Krabi Expert Tour
- Afternoon tea picnic on the beach

Back to the hotel in Krabi city

DAY 2

- Go to Rai Pan Sook
- Learn "agri-nature" organic farming practices and sample farm-grown produce
- Kayak in Klong Root (Clear Watershed Canal)

Farm-to-table lunch at Rai Pan Sook

Back to the airport



on approximately 100 years ago. This full-day program this is made possible by the working together to develop sustainable tourism, with incorporation of local wisdom



Morning

Depart from Krabi city to Ko Lanta

Late morning

- Mangrove forests sightseeing boat ride
- Enjoy snacks and Cha Lam Peng at Thung Yee Peng Community
- CSR activity: Plant mangroves at the community forest

Lunch

Fresh seafood lunch at Lanta Old Town Community

Afternoon

Back to Krabi city







Ranong is also home to enthralling tropical forests, including "Phu Khao Ya" (the green grass mountain of Ranong), waterfalls, and Thailand's most fertile mangrove area. The city combines nature with the local culture and people's simple way of life, making this destination more appealing to MICE travelers.

Nowadays, Ranong has transitioned from a mining town to a fishing town and has begun its journey to become a tourist city through a slow but sustainable development strategy. These solid foundations enable Ranong to grow and evolve into a tourist destination that retains its local charm offering "The Meaningful Experience" to MICE travelers.



Ranong is a small town with a lot of lush natural beauty. This city has hot mineral waters that flow through rock-forming minerals, forming hot springs in the middle of the forest that are beneficial to travelers' health. Furthermore, this city has a river called Kraburi that flows southward into a wide estuary, becoming a kilometer mark in the center of Thailand's Andaman coast. The route begins here and leads to Ko Phayam (Phayam island), Maldives of Thailand, in the middle of the Andaman Sea.







Sook Hotel Live Well, live Happily

"Live well, live happily" is the primary goal "Sook Hotel," a compact hotel in the heart of Ranong as owned by the heir of the sawmill and the children of Ranong residents. This hotel is ideal for MICE travelers who wish to experience the culture of the Ranong through the hotel's service and design. Specifically, the building was inspired by Ranong's old architecture, such as the 100 Years Thein Suek House, the Residence of the Governor of Ranong, and the House of Phra Burapha Tis Arthon, in order to create a hotel that blends in with its surroundings. In addition, this architecture is suitable for Ranong's climate, much like "Fhon Paed Dae Sii," which shows the province's uniqueness. The hotel's services also emphasize eco-friendly management, including waste management and local income distribution through the use of community-sourced products and ingredients. And the breakfast menu, which includes Moo Hong (southern-style pork stew) and Khanom Jeen Namya (rice noodles with southern curry sauce), made with fresh ingredients from the community market, is not to be missed.



















- MICE Activities MICE Checklists Rattana Rangsan Palace The hotel can accommodate small ♦ 100 Years Thein Suek House to medium MICE Residence of the Governor traveler groups. of Ranong Sook Hotel
- 283 Ruangrat Rd., Khao Niwet, Mueang Ranong District, Ranong 85000
- +66 9 3581 2500
- **G** SOOK HOTEL
- www.sookhotel.com
- 5-hour drive from Phuket Deep Sea Port
- 5.20-hour drive from Pa Tong Boat Pier
- 6.20-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 8.30-hour drive from Bangkok
- 25-minute drive from Ranong Airport



Back to the past of Ranong Rewind the History





Guided by Kosol Na Ranong Current Heir of Na Ranong





Residence of the Governor of Ranong

This is the residence of Phraya Damrongsucharit Mahisornphakdee or Kho Su Jiang, the ancestor of the Na Ranong family and the first governor of Ranong. On an area of approximately 33 rai, large trees provide a shady atmosphere. Three interconnected residential buildings are constructed in the Chinese style with fresh-chalk-connected bricks. The roof was tiled, and the upper structure was made of wood. This one-hundred-year-old structure now consists only of the floor and pillars. A portion of the residence was converted into a single-story structure to serve as an ancestral shrine and to conduct traditional ancestral worship rituals. the sign in front of the ancestral court was written in Chinese characters, meaning "Noble Sun." The walls are adorned with paintings and photographs of family members to serve as a reminder to future generations.

100 Years Thein Suek House

The old house was constructed during the reign of King Rama V, making it over 150 years old. The structure combines Chinese and Thai architectural styles. This living museum house is one of the resources for learning Ranong's history and culture, as it contains a wealth of information and anecdotes relating to the city's appliances, local wisdom, and way of life. This building tells the story of the ancient Chinese settlers of Ranong's pioneer generation.



Guided by Supapornpongchai Pornpong Current Heir









Rattana Rangsan Palace

The delicate architecture of Rattana Rangsan Palace (Imitation) is a historical landmark commemorating King Rama V's time in Ranong. This palace features an octagonal stateroom constructed of teak and ta-khian thong (Hopea odorata). King Chulalongkorn's bedroom, the Queen's bedroom, the prince's room, the princess' room, and the writing room are connected by a bridge between the buildings. Inside the palace are a writing desk and beds that perfectly capture the ambiance of the former palace.

Guided by **Dhanakorn Suwuttikul**

Tourism Development Expert, Department of Local Administration, Ranong



MICE Activities MICE Checklists

- Visiting historical sites via wooden minibus activity 😑 5.10-hour drive from Phuket Deep Sea Port
- 129 Ruangrat Rd., Khao Niwet,
- **(** +66 77 823 344, +66 8 1719 2430
- Pon's Place Ranong
- www.ponplace-ranong.com





Experience happiness, peace, and comfort through a private hot spring.



Taryn Hot Springs Soaking in Nature

Taryn is derived from the Scottish word for gentleness, sensitivity, and serenity. "Tharyn Hot Springs" was founded with the intention of sharing the valuable resources of Ranong, namely pure mineral water from natural sources. The hot springs wish for all visitors to experience happiness, peace, and comfort in a private bath surrounded by tranquil nature. This 100% pure natural mineral water from natural springs, with an average temperature of 42 degrees Celsius throughout the year, is certified to contain minerals that are among the most beneficial to the body and skin in the country. Taryn is appropriate for health-conscious MICE travelers and can also be arranged as a Pre/Post Tour activity for them.









MICE Checklists MICE Activities



Namtok Ngao National Park

Wat Pa Chaimongkol

- The hot spring activity
 - The hot springs can accommodate up to 40 people.
 - The hot springs can accommodate a private group of 20 or more people.
 - The hot springs can provide snacks, tea, and coffee breaks.
- Taryn Hot Springs
- 124, Bang Rin, Mueang Ranong District, Ranong 85000
- **(** +66 9 4324 5545
- tarynhotsprings.ranong@gmail.com
- 🕜 Taryn Hot Springs ราริน ฮอกสปริง
- 5-hour drive from Phuket Deep Sea Port
- 5.15-hour drive from Pa Tong Boat Pier
- 6.10-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 8.45-hour drive from Bangkok
- 20-minute drive from Ranong Airport









- MICE Checklists Nearby Attraction
- coffee and how to roast it. Enjoy freshly roasted Robusta coffee alongside local snacks.
- accommodate up to 30 people. The valley can

accommodate private group activities.

The valley can

Waterfall Phra Khayang Cave

Bok Krai

- Gong Valley
- Ban Bok Krai, 62/1, Moo 8, Kra Buri District, Ranong 85110
- +66 8 1078 2865
- Gong Valley
- 6-hour drive from Phuket Deep Sea Port
- 6.05-hour drive from Pa Tong Boat Pier
- 6.05-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 7.50-hour drive from Bangkok
- 1.10-hour drive from Ranong Airport









Gong Valley Discover Robusta

A community enterprise that processes hand-roasted coffee products and agricultural tourism or Kong Valley is located in Ban Bok Krai Valley, on Tenasserim Hills in Ranong, one of the best Robusta coffee growing regions in southern Thailand. This place offers MICE travelers aromatic experience, such as traditional coffee roasting and fresh coffee tasting activities. Robusta coffee from this valley is also distributed throughout Thailand, providing income and job opportunities for the local community.







Robusta Coffee from Gong Valley

A group of coffee farmers produced this Robusta coffee in the area that grows one of the most flavorful and high-quality Robusta coffee in the southern region of Thailand. Traditional planting, harvesting, drying, aging, and pan-roasting methods have given this coffee its distinctive flavor. It is a premium community product that can be used as souvenirs for MICE travelers, such as souvenirs for meeting attendees.

Coffee Drip

This product is made with a high-quality medium roast Robusta and is easy to drink.

This product is made from mediumroasted Robusta and packaged with high-quality packing tools to ensure freshness for each drink. It is compatible with any capsule coffee machine.

Coffee blossom tea is rich in antioxidants, naturally sweet, and contains no tannin or caffeine.





Plant mangroves

Planting mangroves is a sustainable way for MICE travelers to contribute to mangrove conservation, which can also be organized as CSR activities.

Lunch on the fish cages

This is a one-of-a-kind lunch spot in Khlong Lat Not for MICE travelers to learn about fishing while enjoying delicious selection of fish, distributing income to the local community. Enjoy lunch on the fish cages with fresh seafood prepared in the Khlong Lat Not community kitchen by local chefs.





Visit the swamp forest in Kapoe Bay via Pliis

This activity will transport you to the swamp forest using Pliis, a small wooden pram with a motor originally designed for local fishing. Pliis is normally painted in bright colors and has a curved stern and bow that are typical to the Pliis. Embark on a boat to see the rich ecosystem of Kapoe Bay's mangrove forest, a nursery for young aquatic animals, before they go to the ocean.



MICE Activities

- in Kapoe Bay via Pliis.
- Plant mangroves. Lunch on the fish cages
- The group tour can accommodate up to 40 people.
- For on the fish cages, please book in advanced.
- Ko Nokhuk (Nokhuk island) Laem Son

National Park

- Group private lunch is also available for booking.
- Nhlong Lat Not Activities Muang Kluang Subdistrict Tourism Community Enterprise
- 54 Moo 1, Muang Kluang, Kapoe District, Ranong 85120
- +66 8 9885 7965
- firadawn4@hotmail.com
- 🕜 ระนองแพเปียกคลองลัดโนด
- 4.30-hour drive from Phuket Deep Sea Port
- 4.30-hour drive from Pa Tong Boat Pier
- 5.40-hour drive from Nathon Pier at Ko Samui (Samui Island)
- 9.15-hour drive from Bangkok
- 24-minute drive from Ranong Airport



Ko Phayam The Sea Breeze Hug

Ko Phayam, one of the most well-known islands of the South, is close to the city of Ranong. This island retains its abundant natural beauty and traditional community way of life. Ko Phayam is a place where MICE travelers can design a variety of activities, such as a one-day trip, team-building activities on the beach, and traditional roasting of "Kayu," also known as cashew nuts, the island's famous local product.



Visit The Chapel In The Sea At Wat Ko Phayam (Ko Phayam Temple)

Wat Ko Phayam is located on Ao Mae Mai (Mae Mai Bay), Ko Phayam's eastern side. Travelers can visit the only chapel of a temple that stands in the sea here.

"Kayu" (Cashew Nuts) Roasting Activity

Ranong is one of the most important "Kayu" (cashew nut) growing areas in the south, particularly on Ko Phayam's 4,614 rai*. Ko Phayam community is known for its Kayu roasting, in which, during the roasting process, rice and pandan leaves are added to a pan on a wood stove.

(*Rai is Thai area unit, 1 rai = 1,600 sq.m.)









Ao Khao Kwai (Khao Kwai Bay)

Visit the natural beauty of the coastal rock, which appeared to be a 2-kilometer-long bay with inward-curving corners resembling buffalo horns (Khao means horn, and Kwai means buffalo). In addition, there is a large rock cavity known as Khao Thalu or Hin Thalu. This bay area can host a variety of activities, including team-building activities, such as a CSR program to release baby crabs.

Payam Seaview Restaurant

Payam Seaview Restaurant is located in one of the most picturesque locations on Koh Phayam, with a 180-degree view of the sea and lush greenery. The restaurant can be set up as a lunch spot for MICE travelers, serving fresh seafood from local fisheries.



** ** ** ** MICE Premium Product

Freshly roasted Kayu or cashew nuts from Ko Phayam farmers with distinct aromatic flavor.



- Experience Ko Phayam's nature and visit the local community via Skylab.
- Visit The Chapel In The Sea At Wat Ko Phayam.
- Kayu roasting activity at a local agricultural tourism community enterprise.
 Team-building and CSR activities on
- the beach.

MICE Checklists

up to 40 people.

- The group tourtan accommodateT
 - The Blue Sky Resort
 Koh Payam
 - Laem Son National Park
 - Laem Son National Park
- Activity Organizing Company The Smiling Seahorse Co., Ltd.
- 3 170 Ruangrat Rd., Khao Niwet, Mueang Ranong District, Ranong 85000
- +66 8 2819 9540, +66 8 6011 0614
- info@thesmilingseahorse.com
- www.thesmilingseahorse.com
- 5.15-hour drive from Phuket Deep Sea Port to Ranong Pier
- 5.20-hour drive from Pa Tong Boat Pier to Ranong Pier 5.55-hour drive from Nathon Pier at Ko Samui (Samui Island) to Ranong Pier 8.45-hour drive from Bangkok to Ranong Pier
- 30-minute drive from Ranong Airport to Ranong Pier and a boat ride (30 40 minutes) from Ranong Pier to Ko Phayam

150





Morning

- Depart from Ranong city to Khlong Lat Not
- Embark on a Pliis, a unique local pram
- Visit the rich ecosystem of the mangrove forest

Late Morning

Mangroves planting activity for restoring a sustainable ecosystem

Lunch

Taste the fresh seafood lunch set on the fish cages

Afternoon

- Depart from Khlong Lat Not to Gong Valley
- Learn how to harvest and roast distinctive flavored Robusta coffee that is also exported nationally and provides income for the local community

Evening

Back to the hotel

15.4



Morning

- Go to Ko Phayam via the speedboat
- Visit The Chapel In The Sea At Wat Ko Phayam
- Travel around Ko Phayam with a unique SkyLab
- Visit local communities and learn how to roast Kayu traditionally
- Release baby crabs to the sea at Ao Khao Kwai

Lunch

Lunch at Payam Seaview
Restaurant with local cuisine

Afternoon

- Depart from Ko Phayam to Taryn Hot Springs
- Hot spring activities with afternoon tea and local snacks

Evening

Back to the hotel







