

MESSAGE

from **TOURISM AUTHORITY OF THAILAND**

Thailand has always been a destination of choice; there is a myriad of attractions from its islands and beaches to the cuisine and big city vibe of Bangkok. The Kingdom also has a long tradition of catering to luxury travellers. In recent years, Thailand has seen the emergence of spectacular health and wellness resorts, and intimate boutique pool villas located in some of the most scenic parts of the Kingdom.

Today, wealthy travellers are seeking new "Discover Thainess" experiences. It is not just about friendly people, but what Thailand does really well is luxury with the emerging of Thainess that can be found throughout the Kingdom. From six-star super-deluxe resorts to restaurants fronted by Michelin-star chefs, from laid-back beachside holidays to high adventure, and from shopping breaks to romantic cruises, it has it all.

The Amazing Thailand Luxury Travel Book is part of our continuing effort to help make Thailand the first-choice destination. The Tourism Authority of Thailand (TAT) is proud to have teamed up with Luxury Society Asia and its team of distinguished writers to come up with several lists and ideas to help you enjoy Thailand's take on the luxury lifestyle.

It puts the best experiences in the Kingdom all in one place. From the finest luxury hotels and travel experiences to exclusive destinations, from resorts, spas and luxury cruises for a family vacation to a romantic getaway... plus the finest restaurants and shopping malls that Thailand has to offer.

It is all here. Travellers can use this book to plan the next luxury travel holiday, which will always be accompanied by the famous Thai smile and legendary quality of service. We look forward to welcoming you, along with your family and friends for what could be the holiday of a lifetime.



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