



NEW SHADE OF  
LUXE



## Introduction

Nowadays, when someone asks what luxury is, there is never an identical answer. It's indulging in an extravagant hotel with personal butler service, some say. Or browsing a private gallery, its walls lined with stunning artworks only a select few can enjoy.

Others will disagree. It's exploring pristine jungles alongside elephants and their decades-trained mahouts through jungles, and getting eye-to-eye with one of the largest land creatures in Asia. Or it's hovering in a helicopter, hundreds of meters above a vineyard at dawn, with a bottle of chilled champagne awaiting below.

What's certain is luxury is as individual as the different shades in a rich tapestry... and each shade is beautifully represented in Thailand's array of top-notch offerings.

In the past few decades, thanks to governmental efforts, the Kingdom of Thailand has developed its luxury offerings even further.

A bevy of rare experiences is on offer. Whether you yearn for the exclusivity of a yacht or private jet-only destination, an unforgettable cultural experience, or the most scrumptious haute cuisine - it's available here, and in spades.

Inside this volume are carefully curated lists of luxury accommodations and restaurants, insider tips on getting the most out of this journey, and inspiring itineraries to get you off on the right foot.

By your journey's end, you'll have cherished the way Thailand's regional cuisines play with the principles of its four flavors. You'll travelled from artisanal workshops in forest retreats to high-tech urban spa treatments. You'll have taken a dip at your private beach at twilight and touched the dawn sky from a hot air balloon.

What are you waiting for?

Your luxe Thailand journey begins here.

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# CHIANG RAI

## *Beyond Golden Triangle*

For some, the quest for a haven of pure natural surroundings away from bustling metropolis is classified as critical. For many fortunate ones, the search ends here at the northernmost corner of Thailand.

Established as the first capital of Lanna Kingdom in 1262, Chiang Rai, even after the capital was moved to Chiang Mai, has never lost its charm and remained one of Thailand's most fascinating cities of heritage and antiquities until today.







## Chiang Rai

Located right at the famous Golden Triangle, the confluence of Thailand, Laos and Burma, Chiang Rai shines astoundingly with its natural beauty that no worldly-admired tropical beaches can compare. Embraced by misty mountain ranges from the north and the south, the city blooms throughout the year with the helps from rich jungles which cradle the city as its atmosphere purifiers, deep veined rivers as its flowing bloodlines, and freely protected wildlife as its beating heart.

Small in size, yet breathtakingly moving in vibration, Chiang Rai never fails to enchant its visitors. Obviously enough, the reason lies in the city's unparalleled remote serenity. This humble attraction has led to ultra deluxe hotels and resorts being built among Chiang Rai's raw and lush forests, ready to welcome guests who value life spent among the wild greens and underneath the stars.

Experiencing Chiang Rai can be sophisticatedly executed up to varied pacing desires.

With natural calmness of the city, restoration of self-balance through wellness retreats is considered pure gold. Meanwhile, ideally in sedate velocity are activities including excursions to arabica coffee and tea plantations which reward greater appreciation of local traditions in addition to grand cups of organic relaxation, and trips to sacred temples, mystic museums and pottery houses which await to inspire visiting cultural and art aesthetes with unique moments of awe. Moreover, the city is home to some of Thailand's best designed golf courses

where the country's top billionaires spend their valuable leisure hours.

As for visitors with high spirit of adventure, leading options include jungle trekking, river rafting and touring over borders which can be arranged and privately guided. A visit to an elephant sanctuary — above all options — is well regarded as a golden must. Among unforgettable outdoor activities which will show you how precious it is to become one with nature, it is here where many global visitors have discovered as the most touching.

With the right hospitality hosts, an itinerary thoroughly tailored to meet your personal interests and preferences can be coordinated and prepared upon your arrival.

Last but not least, a bona fide Chiang-Rai experience cannot be complete without its magical feasts. Chiang-Rai is known for its authentic Lanna gastronomic delights. Influenced by a touch of Yunnan cuisine as well as tribal recipes, delectable and distinct dishes served on this highland particularly involve a generous variety of fresh local vegetables and are aromatically full-flavored. Some would see them as exotic while many would score them as divinely incomparable.

It is laid back, pure and honest. It is an irreplaceable city; a soul-searching paradise. Chiang Rai speaks to you in silence, makes gestures you don't see, touches you not on the outside but within, and somehow helps make you peacefully whole just how you are supposed to be.





## Day 1



Arise early for an excursion to enjoy a private cooking class at **Melt in Your Mouth**, a charming and refreshing restaurant nearby Kok river where traditional northern Thai cuisines are cooked by the recipes of the owner's great grandmother who was a royal cook of Princess Dara Rasmi of Chiang Mai, one of the princess consorts of King Rama V. Here, enjoy your lunch while being enchanted by the river.

Travel for roughly 40 minutes to **Baan Dam museum** (Black house), a place consisting of around 40 buildings which exhibit Balinese and Burmese architecture dating back to Ayutthaya period and collections of paintings, sculptures and items created and collected by the builder, Thawan Duchanee, the late National Thai Artist in Fine art and Visual art.



Next, travel for about an hour to Chiang Rai's tallest mount **Doi Tung** where **Wat Phra That Doi Tung** is located. Pay respect to a twin Lanna-style stupas; one of which is believed to contain the left collarbone of Lord Buddha, and enjoy breathtaking panoramic views overlooking Laos and Burma at sunset. As another option, you may make a visit to **Doi Tung Royal Villa**, the former residence of HRH Princess Srinagarindra, the Princess Mother of the late King Rama IX. Here was the base for her work with the Doi Tung Development Project, which she founded to reforest the land and helped to improve the local ethnic minorities' lives.

Sip a nice cold cocktail by sunset while enjoying stunning views of Chiang Rai city before celebrating the evening with the finest Thai, Laotian and Burmese cuisines.







## Day 2

Wake up to quietness at sunrise. Treat yourself with private yoga session instructed by a guru while watching the mist burn off over Myanmar from your private grand suite.



Visit an elephant sanctuary to learn about their stories and get personally inspired. At the camp, have lunch prepared exclusively for you.

Get changed then travel south to **Doy Din Dang Pottery** where you could learn to create your very own pottery with Chiang Rai's traditional clay, colors and textures. Here is also a good place to shop some souvenirs for friends and family at home.

After a long day, enjoy a private refined gourmet experience exclusively tailor-made for you and your special one.



## Day 3

Rise early to a privately guided trip to **Wat Phra That Pha Ngao**, a well-preserved ancient temple where you will find peace and blessing. It is known that if any sick person come to worship Phra That of the Buddha relics here, he or she will soon be free from the illness. At this sacred temple you can also enjoy the panoramic view of Mekon river.

Then it's time to relax with outdoor spa treatments exclusively offered at discreet pavilions in the middle of jungles.

Finish your day with authentic northern Thailand's recipes paired with stunning Thai wines, a fine dining experience with spectacular three++ country views.





STAY

## LE MERIDIEN CHIANG RAI RESORT

Located along Rok River just nearby Chiang Rai's town center, Le Meridien brings exceptional décor in Lanna style to rustic natural landscapes. Surrounded by misty mountain scenery and historical ruins and antiquities, the resort effortlessly provides charming hospitality and one-of-a-kind experiences.



Address: 221 / 2 Moo 20 Kwaewai Road Tambon Robwieng, Amphur Muang Tambon Robwieng, Chiang Rai 57000 Phone: +66 53 603 333 [www.lemeridienchiangrai.com](http://www.lemeridienchiangrai.com)

## ANANTARA GOLDEN TRIANGLE ELEPHANT CAMP AND RESORT

An authentic natural and cultural adventure could be crafted to meet your personal preference here at this luxury resort where a gaze over three countries could be done at once from your bed. Modern with Lanna-style touches, the resort also offers lifetime experiences at its award-winning elephant camp and signature retreat programs set in enchanting natural landscapes.



Address: 229 Moo 1, Wiang, Chiang Saen District, Chiang Rai 57150  
Phone: +66 53 784 084 [www.anantara.com/en/golden-triangle-chiang-rai](http://www.anantara.com/en/golden-triangle-chiang-rai)

## FOUR SEASONS TENTED CAMP GOLDEN TRIANGLE



Located in the fabled Golden Triangle region of northern Thailand, this world-class luxurious jungle wonderland is a haven for jetsetters who adore being outdoor and under the sun, and getting up close and personal with animals in pure nature. With accommodations including 581 sq. ft. ultra-deluxe open-air tents which come with outdoor showers, it's a magical luxury escape for any Chiang Rai visitor who has a soul of 19<sup>th</sup> century explorer.

Address: 499 MOO1 T. Vieng, Chiang Rai, Chiang Saen District, Chiang Rai 57150  
Phone: +66 53 910 200 [www.fourseasons.com/goldentriangle](http://www.fourseasons.com/goldentriangle)





## BHUBHIROM

A restaurant in Singha Park (Boonrawd farm). Bhubhirom serves a variety of Thai and western cuisines in heart-warming quality and generous amount. With fresh vegetables and fruits picked from their own farm, here is where 'from farm to fork' concept is literally applied in style. Do not miss a chance to order their signature dishes including spicy tuna with fresh tealeaf and fried fresh tealeaf with refreshing dressing.



Address: 99 Moo 1, Baan Mae Korn, Muang, Mar Korn Chiang Rai 57000  
Phone: +66 91 576 0371 [www.facebook.com/SinghaparkChiangrai](http://www.facebook.com/SinghaparkChiangrai)

## LOCUS NATIVE FOOD LAB



Fine dining experience in a privately owned restaurant whose owner aims to communicate with visiting customers regarding the local wisdom and celebration of food of their elders.



Address: Ban Du, Mueang Chiang Rai District, Chiang Rai 57100  
Phone: +66 86 881 7299 [www.facebook.com/locusnativefoodlab](http://www.facebook.com/locusnativefoodlab)



## MELT IN YOUR MOUTH



Treat yourself to a comfortable local café right by the bank of Kok river and relax while enjoying artisan Thai and Asian cuisines in a stunning garden ambience.



Address: 268 Moo 21, Tambon Rob Wiang, Muang, Chang Wat Chiang Rai 57000  
Phone: +66 52 020 549 [www.facebook.com/meltinyourmouthchiangrai](http://www.facebook.com/meltinyourmouthchiangrai)





TEA & COFFEE PLANTATIONS

SINGHA PARK (BOONRAWD FARM)

Another great tea plantation nearby Chiang Rai city is at Singha Park or Boonrawd Farm. Owned by Singha Corporation, one of Thailand's largest and most influential companies, Singha Park is an agro-tourism destination well-adored by many Thai local families. The reason lies in its comprehensive high-quality facilities which fit well with all ages, genders and interests of visitors. To name a few, apart from the tea farm, they own natural bicycle lanes, a café, animal-feeding area, as well as exciting ziplining and rope courses.



Address: Mae Kon, Mueang Chiang Rai District, Chiang Rai 57000  
Phone: +66 61 387 7592 www.facebook.com/SinghaparkChiangrai

SUWIRUN



If you are a tea lover and wish to try a cup of organic Thai tea, visit Suwirun tea shop. With more than 40 years of experience, Suwirun farm grows, picks and produces up to 32 tea selections. They are a proud tea producer who welcomes all tea lovers who aim for more knowledge about organic tea plantation and tea making, or simply just fresh air.

Address: Prasopsook Rd, Tambon Wiang, Amphoe Mueang Chiang Rai, Chiang Rai 57000 Phone: +66 53 712 007 www.suwirunteashop.com

CHOU FONG TEA



Thailand's largest tea plantation of over 1,000 rai is situated here on Chiang-Rai high mountain. All teas of Chou Fong are organically grown under optimal conditions and hand-picked at perfect time. Up to 14 tea selections including green, bolog, jasmine, Pu-eh and Ti kuan yim are being served hot right at its stunning farm.

Address: 97 Moo 8 Pasang, Mae Chan District, Chiang Rai 57110  
Phone: +66 53 771 563 www.choufongtea.com





ARTS & CULTURE

RAI CHERN TAWAN



If you look for a place to enlighten your understanding regarding Buddhism in Thailand and a place to meditate your soul, visit Rai Chern Tawan a religious self-empowering haven built by Phra Maha Vuthichai Vachiramethi, Chiang Rai-born monk. Beyond spiritual-enhancing practices you could attend, it is the natural environment that would make your journey memorable.

Address: 217 Moo 25 Tambon Huaysak Chiang Rai  
[www.facebook.com/raicherntawan.cr](http://www.facebook.com/raicherntawan.cr)

DOY DIN DANG POTTERY

After 5 year of apprenticeship with a master potter Nakazato Tarouemon 13<sup>th</sup> in Kyushu, Japan, Somluck Pantiboon, a ceramic artist, returned to his homeland and found Doy Din Dang Pottery in 2000. All earthenware are naturally rooted and created by the hands of local villagers. It is here is where contemporary meets tradition in art form. Visitors are welcomed to observe pottery making process, shop some souvenirs and learn how to make pottery with their own hands.



Address: Nang Lae, Mueang Chiang Rai District, Chiang Rai 57100  
 Phone: +66 53 705 291 [www.dddpottery.com](http://www.dddpottery.com)

BAAN DAM MUSEUM (BLACK HOUSE)



There are up to 43 architectural buildings and creations you could learn from at Black House, a museum built by the late Thawan Duchanee, one of the most famous national artists in Thailand. Beyond Balinese and Burmese architectural gems, there are also collections of the builder himself that world's collectors would be thrilled to see.

Address: 414 Moo 13 Nang Lae, Muang, Chiang Rai 57100  
 Phone: +66 53 776 333 [www.thawan-duchanee.com](http://www.thawan-duchanee.com)





# KRABI-LANTA

## *The Andaman Escape*

Proclaimed one of the south sea gems of Thailand, situated along the Andaman Sea coastline and home to many world-class holiday properties where celebrities and jetsetters meet up for their exclusive parties and private getaways.

Consisting of several sizes islands, dubbed Krabi is a land of 100 islands. Unsurprisingly, it is one of the best diving destinations in Thailand and the world, with more than 30 heavenly underwater worlds. The land is as old as time itself, 45 million years old Fossil Shell Beach, stunning limestone karsts with numerous prehistoric cave paintings and ancient potteries are found in this seaside town, underpin Homo sapiens had rooted and evolved here for generations.





## Krabi-Lanta

**K**rabi also hosts the last lowland-tropical rain-forest in Thailand, rich in natural resources, near the crystal clear-natural, the Emerald Pool, in Thung Teao Forest National Park.

80 kilometres from the south of Krabi's shore, it's the Koh Lanta archipelago, two of the largest are Koh Lanta Yai and the Koh Lanta Noi. Koh Lanta Yai is the main tourist spot where the facilities and tourism services are accessible, however, the island hopping is easy and VIP charters can be arranged on your demand.

For those who yearn to explore the colourful cultural heritage and way of life of the diverse communities of Sea Nomads, Islamic village and locals of Chinese descent from the Far East, that live together in perfect harmony, there are plenty of activities and excursions for you to immerse and experience.

If outdoor sports and adrenaline-rush activities are your prime itineraries, congratulations-you have arrived. Krabi is one of the major hubs for sea sports and rock climbing in Asia.

Professional services and coaches can be customised to suit your level of expertise, and please be certain that they can assist you to achieve proficiency.

Have you ever questioned your inner self about taking 'one of a kind holiday' where you can wake up to the sound of dancing waves kissing the seashore and counting surrounding islands while sipping your afternoon martini by the cliff-side pool. Whilst your blissful day can be well-spent with villagers, whether learning how to weave a basket out of leaves, roll up your sleeves and join a mighty force of rice artisans at the paddy, challenge your taste buds with native delicacies, put on an archaeology badge and go explore the ancient habitats, or just chill out in the middle of the sea on the top deck of your private yacht. Ordinary things that (many of them) may be foreign to you, yet is a way to live the extraordinary life, and Krabi can be definitely be more than just a beach vacation, instead, a *pièce de résistance* of the eastern Indian Ocean.





## Day 1



After arriving in Krabi and getting a VIP transfer to your selected beachfront accommodation, and some time relaxing before your luncheon at your resort's eatery. Whether you prefer local or international cuisines, most luxurious properties have all. Likewise for your evening, both fine dining and casual dining are available at leading ultra-deluxe hospitality hosts. Otherwise, the pool bar is an alternative choice if you prefer to chill out by the pool and have some light snacks with your delicious cocktails.



Spend your relaxing afternoon strolling along the powdery white sandy beach of Krabi or have a dip in the aqua blue **Andaman Sea**. Spa & Wellness activities also an excellent idea which will help you get recover from jet lag faster if you tend to experience it after a flight.

On your beach holiday, romantic dinner by the beach seem to be a tradition, who could resist watching beautiful sunset over the Andaman Sea with your loved one, and freshly cooked and well-seasoned seafood on your plate is a lovely way to wind down from your first day.







## Day 2

Make every minute counted by getting up early to join in the local activities. The main agriculture in Krabi is a rubber plantation, each early morning, a whole family will join **the daily ritual of harvesting rubber**. Check with concierge at **Ritz-Carton** if they can provide this exotic excursion for you.



In case that's not your cup of tea, catching the first light of the day at a peak of a mountain perhaps gets you excited. Pick the mount you would like to be on top. One choice is a 1,237-step climb to the summit of **Tiger Cave Temple** to pay respect to the sacred Buddha and indulge Krabi's breath-taking panoramic view of Andaman sea at sunrise.

Return to your resort for breakfast and spend the rest of your morning as you wish and then lunch at your preferred restaurant or call for the Butler service for a private meal at your villa.

During the afternoon where the sun is at its peak, indoor activities such as cooking, fruit craving and making Thai traditional flower garland are fun and relaxing things to do and for a crafty person, it's a good way to hone your skills.

**Dinner in the ancient limestone cave** by the seaside is something you should consider when visiting Krabi. Not because it's a highlight, but it's an unusual dining experience you couldn't find it anywhere else. Thereto, it's one of the best places to capture the most beautiful twilight of Thailand's south sea.



## Day 3



Take on a sea outing, to inspect nearby natural wonder, **Koh Lanta, Ta Lane National Reserve, Koh Poda – Koh Kai, Koh Hong, Koh Phi Phi, Koh Pai, and Phang Nga Bay**, area perfect destination for a day trip. Kayaking, snorkelling, diving and rock climbing are thrilling ventures that would satisfy your Andaman expedition. A package of private yacht with a packed lunch of your choice, and a team of captain and stewards is available via your hotel arrangement.

If not, jungle wayfaring to **Tha Pom Klong Song Nam, Klong Thom Emerald Pool & Hot Spring**, bird watching at **Khao Nor Chu Chi** or an easy day-out at local markets, following by an afternoon spa, scrumptious dinner, would be other options to bid farewell Krabi.





STAY

## RAYAVADEE RESORT

Located in the heart of Phranang Peninsula, on the shore of the world famous Railey Beach, adjacent to Krabi Marine National Park. Offering a restful stay at Thai inspired beach pool pavilions and island mansions, the pinnacle of luxury residence of Krabi. Elegant furnishing throughout, spacious living area, master bedroom with ensuite bathroom, fully equipped kitchenette, high quality amenities, and personal butler service always on call. Along with extensive facilities such as fine dining restaurants, tailored sea & land excursions, private yachts and sailing boats hired. The spa & wellness treatment here is also superb and it's a host to only boutique retailer and antique dealer in Krabi.



Address: 214 Moo 2, Ao Nang, Krabi 81000  
Phone: +66 75 620 740-3 www.rayavadee.com

## PHULAY BAY, A RITZ-CARTON RESERVE

Being one of a Ritz-Carlton Reserve does guarantee the opulent stay. Situated by the stunning white sand beach and emerald green water, it is the unparalleled retreat that would be hard to leave. Stay at the Royal Beach Villa, where there is a private pool looking over the ocean and you can either have your intimate dinner or sip your cocktail while watching the million dollar view from dawn to dusk. Other than that, nature sightseeing trips, heritage excursions and 24 HR Butler Service are some of their many exclusive offers.



Address: 111 Moo 3, Nongthalay, Krabi 81000 Phone: +66 75 628 111  
www.ritzcarlton.com/en/hotels/phulay-bay

## LAYANA RESORT & SPA (KOH LANTA YAI)



Address: 272 Moo 2, Saladan, Phra-Ae Beach, Koh Lanta, Krabi 81150  
Phone: +66 75 607 100 www.layanaresort.com

The winner of World Luxury Hotel Awards 2017 and received the Excellence in Best Treatment from conde' Nast Johansens 2016. This beach front property is far beyond holiday accommodation, but it's an island lifestyle resort. La Maison is their topnotch choice, a 2 story pool villa with an outdoor Jacuzzi and wrap around private deck plus 24 HR villa host service, and just a minute walk to the white sand beach of Koh Lanta.





## SPA AT PHULAY BAY, A RITZ-CARTON RESERVE

Holistic treatment here is well regarded as luxury and splendour. Set in a nature inspired treatment pavilion looking over lush greenery and tropical jungle, providing the optimum privacy and tranquillity.

Some of the recommended treatments are 'Phulay Spiritual Signature Treatment, a completed body massage performed by two therapists, starting from foot bath to body massage and finishing up with head and foot massage, The Royal Thai Golden Silk Ritual, a combining of luxurious organic golden Thai silk and Thanaka to eliminate dead skin cells and promote healthy beautiful skin, and Luminescent Caviar & Pearl Facial, which pearl powder and caviar are utilised to cleanse, tone and hydrate the skin for the anti-aging purpose.



Address: 111 Moo 3, Nongthalay, Krabi 81000 Phone: +66 75 628 111  
www.ritzcarlton.com/en/hotels/phulay-bay

## PIMALAI SPA (PIMALAI RESORT & SPA)



Proficient in anti-aging and cellulite reduction, and has been recommended in Conde' Nast johansens Luxury Spa Collection. Reinvigorate your body and soul in this spa oasis of the Andaman Sea.

Try Ultimate Detox, an ultimate body treatment starting from cleansing in your private Jacuzzi, body wrap and body massage of your choices. Otherwise, The Pimalai Signature, a 4 HR supreme treatment in Thai herbal Jacuzzi, following by herbal wrap, Pimailai signature massage and relaxing facial, for an utmost spa experience.

Address: 99 Moo 5, Ba KanTiang Beach, Koh Lanta, Krabi 81150  
Phone: +66 75 607 999, +66 2 320 5500 www.pimalai.com



## RAYAVADEE SPA

Concentrating on a sense of living that everything comes from the inside. Rayavadee famous for their traditional Thai healing therapy and tranquil ambience, their signature treatments will help release tension as well as rejuvenate your body and mind and that is heavenly.

Opt in for Southern Thai Herbal Scrub, a native therapy for supple and glowing skin, and Totally Rayavadee, a full body signature Rayavadee massage and facial treatment for an unsurpassed-stress free spa experience.



Address: 214 Moo 2, Ao Nang, Krabi 81000 Phone: +66 75 620 740-3  
www.rayavadee.com





ARTS & CULTURE

TIGER CAVE TEMPLE (WAT THAMSUEA)



Though a southern Thailand vacation is not much about temple visiting, despite that, a prime landmark and sacred Buddhist temple of Krabi you shouldn't miss is Tiger Cave Temple (Wat ThamSuea). It's also a mediation centre & Buddhist retreat. The temple is part of archeological site, cradled in an unspoiled Kiriwong Valley.

Consisting of several prehistoric wondrous limestone caves, and there is a myth about a particular one which has tiger paw prints, believing to be their habitats in the old days before humans settled in a nearby Kiriwong jungle village. On top of the mountain, there is a prodigious Buddha and a spectacular viewing point of Krabi.

Here at the peaceful temple embraced by green gardens, you may get a chance to discuss Buddhism with the head monk of the temple himself if he is in.

Some prestige resorts such as Phulay Bay and Rayavadee provides an exclusive excursion to Tiger Cave Temple.

Address: Krabi Noi, Krabi 81000 Phone: +66 84 068 4664 www.watthamsua-krabi.com

BAAN KOH KLANG COMMUNITY

Much as many provinces in the south of Thailand that is home to sea nomads, Moken, and Muslim communities. Baan Koh Klang Community is a group of Thai-Muslim fisherman, which open their doors to outsiders to learn their folklore and way of simple peaceful life by the sea. Valuable skills in making hand dyed batik sarongs, ancient tail boat miniature craft and natural colour painting from plants and clays, are some of the offered cultural and heritage classes taught by locals.

A cultural trip to Koh Klang can be arranged via several operators such as Sofitel Phokheethara Krabi, Islanda Hideaway Resort, Local Alike and Andaman Discoveries.



Address: Baan Koh Klang, Moo 3, Khlong Prasong, Krabi 81000

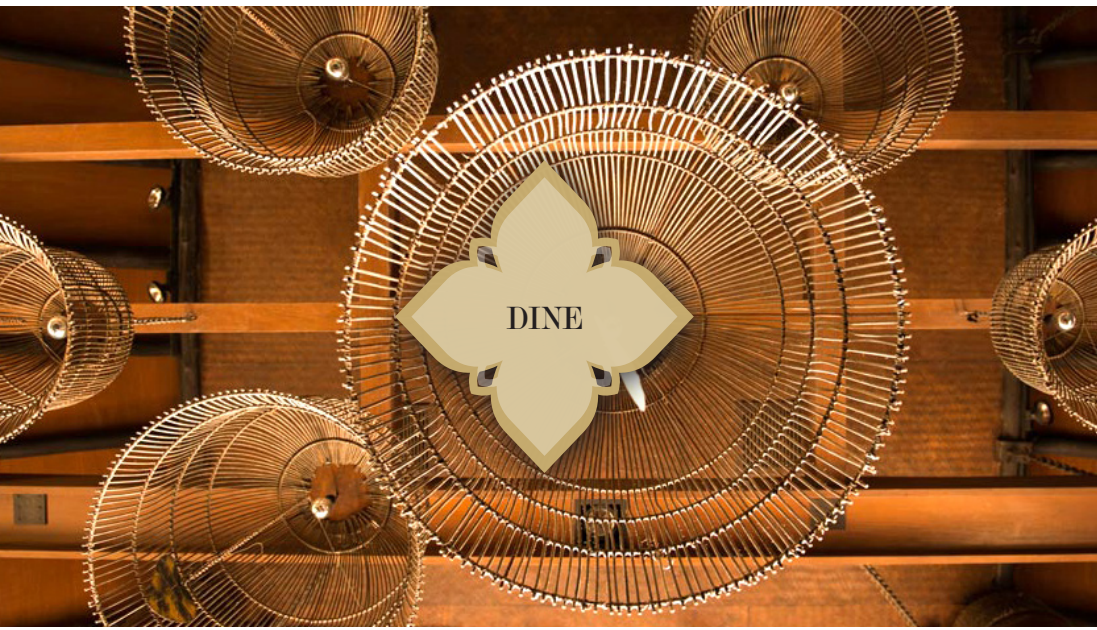
WAT KHLONG THOM MUSEUM



Other than a local temple, it is a national archaeological museum, displaying more than 5,000 year old artefacts that were found in this area. Most of them are ancient potteries, bronze and stone tools, metal coins, ceramics and art pieces. Based on the discovery of this area, it was once a major trading hub, close to a seaport, where cargo ships from the western world would stop over before continuing to the Fareast. Roman coins, and eccentric jewelleryes found here, prove Krabi (and Thailand) has been in the world map long before internationally recognized. Museum operated daily from 8.30 AM-4.30PM.

Address: Khlong Thom Tai, Khlong Thom, Krabi 81130 Phone: +66 87 269 7357





## JAMPOON

A Mediterranean-inspired beach front restaurant of Phulay Bay, with extensive selections of health cautious menus. Though restaurant operates breakfast, lunch and dinner, Chef Table dining experience is outstanding. This in-house ristorante is an ideal place if you seek home style cooking in a fancy presentation. Grilled Seabass, Red Snapper and Wagyu Ribeye are some of their enticing dishes. Another good thing to know about this 5 star restaurant, the practice of eco-friendly, concentrates on using local ingredients and recycling waste.



Prepare to be surprised with the luscious creation based on your desire and curated by Chef Àlex Garés. Simply select your preferred ingredients and daily fresh produce, and let the chef know your personal taste and expectation for your memorable dinner at Jampoon.



Address: 111 Moo 3, Nongthalay, Krabi 81000 Phone: +66 75 628 111  
[www.ritzcarlton.com/en/hotels/phulay-bay/dining/Jampoon](http://www.ritzcarlton.com/en/hotels/phulay-bay/dining/Jampoon)

## LAE LAY GRILL

Another local favourite, well known for their finger licking grilled seafood, great hospitality and stunning view of Ao Nang. Mix of international and Thai cuisine. Lobster, King Prawn, seabass, soft shell crab, blue swimmer crab, scallop, mussel, oyster and everything sea-delicious. Their recommended menus are grilled seabass in banana leaves, moo hong Lae Lay grill, deep-fried soft shell crab, wok-fried scallop with xo sauce, and wok-fried blue crab with salted egg yolk.



Address: 89 Moo 3, Ao Nang, Krabi 81000 Phone: +66 75 661 588  
[www.laelaygrill.com](http://www.laelaygrill.com)

## THE GROTTO



Fascinating limestone cave on the beautiful Phranang Beach, casual lunch, BBQ dinner and cocktail bar complete this ultimate dining experience. It is really something else to dine in this enigmatic cave which is millions of years old. An advance reservation may require to ensure you get your spot to witness the beautiful sunset while enjoying your fresh and scrumptious meals.

Specialties in seafood barbeque, make sure you order Grotto's Favourites, grilled Andaman king tiger prawns is a must and Sea Bass with garlic and pepper with a side of sautéed bok choy is marvelous.



Address: 214 Moo 2, Ao Nang, Krabi 81000 Phone: +66 75620 740-3  
[www.rayavadee.com](http://www.rayavadee.com)



# BANGKOK

## Playground of the World's Finest Culinary Minds

At a glance: Bangkok's recent ascent in the global culinary scene, including recognition in The Michelin Guide, shows even the pickiest palate will discover unparalleled delights.



## Marvelous Cuisine

Bangkok often ranked as the world's most visited city, and for good reason.

Discerning Hollywood stars on secret getaways, literary giants like Joseph Conrad on solo trips, royalty and luxury insiders alike have found delightful niches for their ever-picky tastes, all in Bangkok. Cultural sights, religious rites, beauty and medical expertise, shopping and sporting activities abound for the most discerning of visitors.

Yet, the momentary experience of a taste on the tongue can capture Thailand in a way that is simply divine.

The rise of regional Thai cuisine, most recently of Northeastern (or Isaan) food, recognised on the world stage by newly-published tomes from established chefs, offer further proof of Bangkok as fertile ground for gourmands. The world is recognising that Bangkok is more than Phad Thai, Tom Yam Goong, or green curry.

We have authentic Southern food with flavourful vegetables destined to leave an impression; kitchens full of engineered equipment that allow chefs to experiment as never before; and eating spaces with carefully designed itineraries that allow, for instance, a completely airborne dinner.

Traditional Thai food is well-

established and celebrated; now, Bangkok has made space for adventurous and experimental cuisine.

Established suppliers of top quality European produce and rare ingredients are only being further developed, deepened and utilised for local restaurants. Thus, restaurant proffering everything from traditional French cuisine to Indian molecular gastronomy are comparable (or superior to) international level restaurants.

The city of (at latest estimate) 12 million, including a large and diverse community of expats, also means an array of choices by the fussiest, most spoilt epicures in Asia.

Recognising this, The Michelin Guide announced in December 2017 a Thailand Michelin guide, awarding accolades across the mega-city. Realising the modern penchant for authentic tastes, a street food favourite even received a star.

Now, Bangkok is home to three 2-Michelin star and 14 single Michelin-star restaurants. Thirty-three earned a Bib Gourmand, and another 76 restaurants also received the title Michelin Plate.

Many luxury insiders might mention temples, spas, shopping, and other custom-made experiences.

But if gastronomy is your joy, Bangkok is your Garden of Pleasures.





## Day 1



Bangkok houses many stunning contemporary museums, art galleries and national museums. For luxury insiders, schedule a visit at one of the privately-owned galleries, for which permission from the country's most ardent art collectors must first be obtained. Of particular interest amongst Bangkok's array of museums is **The Museum of Floral Culture**, founded by venerated expert Ajarn Sakul Intakul. It's also home to modern Thai cuisine at a charming, floral-themed restaurant **Midnight Moon**, although it's only open on certain evenings.

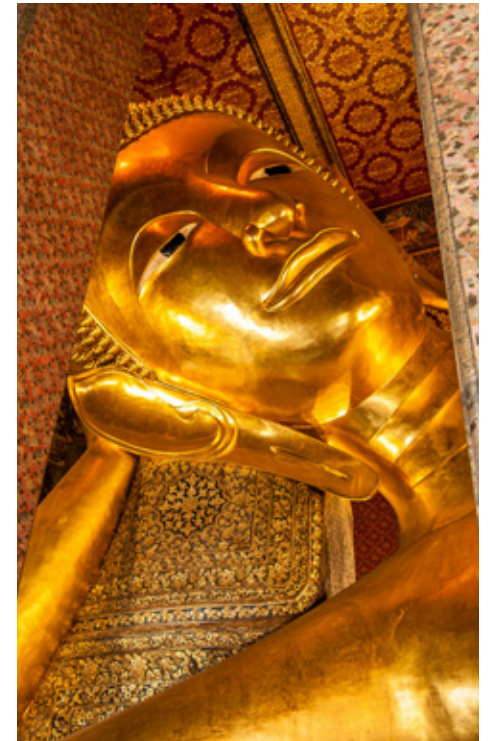
Have your late lunch by the **Chao Phraya River**. The Chao Phraya River runs through most of Thailand, and, like the artery of a beating heart, feeds into ocean just south of Bangkok. Enjoy a luncheon on the foredeck is suggested.

Some upscale yacht charters have an option of lunch set menu prepared by famous restaurants, including one such programme offered by a Thai Master Chef.

A VIP transfer takes you to a 700 year-old temple, **Wat Thewarat Kunchorn Worawihan**. The temple was founded during the 13<sup>th</sup> century during the reign of The Ayutthaya Kingdom, and is also home to historic artifacts. The gorgeous **Golden Teak Museum** nearby is a majestic compound showcasing traditional Thai architecture and resplendent luxury.

Choose first an authentic Thai restaurant set in antique surroundings (see one of many mentioned in Dine), because tomorrow evening, gourmands will explore non-traditional territory!

**INSIDER TIP:** Each season, **Midnight Moon** has a different set menu, all Thai dishes with outside influences and playful twists. Be sure to notify their staff ahead of time if you have any allergies or dietary restrictions - they are happy to work around them!





Day 2

TIME FOR CLASS, STUDENTS!

Head chefs at five-and six-star hotels offer exclusive group cooking workshops for their best guests, scheduled daily. For experienced chef visitors, a royal cooking school, **M.L. Puang Dinakara The Royal Exquisite Thai Cooking School**, is the next step, teaching them how to make dishes once reserved only for those of royal lineage, including fruit-and-vegetable carving.

Once your appetite is sated, enjoy one of the many luxury shopping districts (see Shopping) within easy access to the clean elevated train system, the BTS Skytrain. **Gaysorn Plaza**, **The Emporium**, **Central Embassy**, and **Central Chidlom** all offer personal shopping services, by English-speaking stylists and attendants. Many offer made-to-order or custom tailoring services as well.



**Siam Discovery**, newly renovated, and **Erawan Bangkok** are also fantastic shopping destinations that have the added plus of being close to the **Erawan Shrine**. This well-loved shrine is a major hub for those hoping for blessings and making merit. Be sure to avoid rush hour 7-9AM or 5-8PM if you're travelling by car.

Day 2 dining is a perfect progression to a fusion or modern Thai cuisine restaurant. Time to start your departure from traditional Thai dishes (see Dine for traditional restaurants with a twist).

If you haven't had a chance to check out Bangkok's jaw-dropping skyline, this city of over 10 million stretches as far as the eye can see, a skybar is due. Head to one of the city's foremost sky bars for Champagne or hand-crafted cocktail toasting your arrival in the City of Angels.

Day 3

SPEND YOUR LAST DAY EXPLORING THE CULTURAL HERITAGE OF BANGKOK.



The old neighbourhoods of **Thonburi** and **Kudee Jeen** offer a diverse and authentic look into Bangkok as it once was - and many of its residents continue to live as their great grandparents did. Tiny art galleries and museums are located here (see our religious and culture itinerary below).

This makes lunch at a riverside restaurant, many of which are attached to fantastic hotels with equally magnificent spa-and-wellness programmes, a snap. While many adhere to traditional Thai massages and Ayurvedic therapies, several also offer boutique European skincare ranges and modern therapies.

Your last night is perfect for a Michelin-star restaurant, a memorable experience for a gourmands. Expect to spend several hours as a dozen or more carefully-crafted and scripted courses of food are laid out before you.

**INSIDER TIP:** Although most Michelin-star restaurants are booked months in advance for the public, some top hotels have long-standing reservations just for their guests. Be sure to inquire with your concierge.





DINE

### GAGGAN (2 MICHELIN STARS)

Chef Gaggan Anand's mind is playful, and his kitchen is a laboratory. The progression of his dishes are carefully and painstakingly calculated, and most are presented with a unique theatrical flourish. For example - the concept of traveling across Indian regions via 25 emojis, was one such topic! Expect to spend at least two hours for the many different courses. Advance booking is strongly recommended.



Address: 681 Soi Langsuan, Ploenchit Road Lumpini Khet Pathumwan, Bangkok 10330 Phone: +66 2 652 1700 www.catatgaggan.com

### BAAN SAKUL THONG



A traditional Thai-Portuguese restaurant (influenced by centuries of Portuguese trade) is run by the descendants of Thai aristocrats. The menu is created from family recipes, once reserved exclusively for visiting dignitaries and Thai royalties. Visually stunning! Specialties include Sappayak Bun (marinated minced pork in crispy egg pasty) and Chor Muang (delicate Thai-style steamed dumplings). Advance booking is strongly recommended.

Address: 219 Soi Kudee Jeen 3, Bangkok 10110  
Phone: +66 2 605 5665

### UPSTAIRS AT MIKKELLER (MICHELIN 1 STAR)



This quieter, cutting-edge restaurant offers a Progressive American (10 course) menu. Run by a former sous chef of a 3 Michelin star, Grace Restaurant (Chicago), its downstairs is a more laidback craft beer paradise. Open only Wednesdays through Saturdays.



Address: 26 Soi Ekamai 10 Yaek 2, Wattana, Bangkok 10110  
Phone: +66 91 713 9034 www.upstairs-restaurant.com





SKY BAR

SKY BAR AT LEBUA

Popularised in The Hangover movie sequel, this bar is a favourite of socialites and Bangkok elites, with top-notch alcohol offerings to boot. At 63 stories high, its views simply cannot be beaten.

Address: 1055 Silom Road, Bang Rak, Bangkok 10500  
Phone: +66 2 624 9555 www.lebua.com/sky-bar

CRU ROOFTOP CHAMPAGNE BAR

This official bar of the world-famous G.H. Mumm Champagne is only place in Bangkok that serves premium H.H. Mumm No. 1 Pink Champagne, and at 59 stories high, one of the best places to see the sun set.



Address: Centara Grand at Central World, 999/99 Rama 1, Pathumwan, Bangkok  
Phone: +66 2 100 6255 www.champagnecru.com



SPA

PAÑPURI ORGANIC SPA AT PARK HYATT



PAÑPURI is a Thai socialite favourite, loved for its simply heavenly scents. Its spa at Park Hyatt Bangkok, has eight specially designed private treatment rooms. Its organic PAÑPURI Ultimate Indulgence offers complete facial and body treatments with organic milk salt body scrub, organic milk salt body wrap and Thai herbal compress.

Address: 11<sup>th</sup> Floor 88 Central Embassy, Wireless Road, Lumpini, Pathumwan, Bangkok 10330  
Phone: +66 2 012 1234 Ext.1150 www.panpuriorganicspa.com/index-park-hyatt-bangkok.html

DII WELLNESS MED SPA

This luxury-cum-medical spa integrates the latest technology with the most divine sense-centered experiences. Its treatments focus on fighting stress and the effects of ageing. The Ayurveda Black Marine package is a complete head-to-toe therapy that mixes ancient Indian Ayurvedic philosophies with Oriental wisdom, for a completely relaxing multi-hour experience.



Address: Central Embassy, 1031 Ploenchit Road, Pathumwan, Bangkok 10330  
Phone: +66 2 160 5850 www.dii-divana.com





STAY

## SIAM KEMPINSKI HOTEL BANGKOK

Located in a prime shopping area, this hotel is directly connected to Siam Paragon Shopping Mall, home to high-end fashion brands and delicious dining. The hotel's 401 luxuriously appointed rooms and suites feature contemporary Thai interior décor, some of which include private balconies overlooking a garden oasis and swimming pool areas.



Address: 991/9 Rama 1 Road, Pathumwan, Pathumwan, Bangkok 10330  
Phone: +66 2 162 9000 [www.kempinski.com/en/bangkok-siam-hotel](http://www.kempinski.com/en/bangkok-siam-hotel)

## CHAKRABONGSE VILLAS RESIDENCE



This elegant and classic villa was once home to Prince Chakrabongse of the Thai royal family. Nestled in the old city area, it has its own private pier and a spectacular view of the Chao Phraya River. Advance enquiry and arrangement is required for the privilege of living like Siamese royalty.

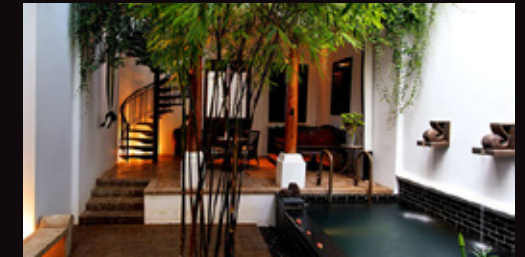


Address: 396 Maharaj Road, Tatien, Bangkok 10200  
Phone: +66 2 322 1290 [www.chakrabongsevillas.com](http://www.chakrabongsevillas.com)

## THE SIAM HOTEL



Address: Khao Road, Wachira Phayaban, Dusit, Bangkok 10300  
Phone: +66 2 206 6999 [www.thesiamhotel.com](http://www.thesiamhotel.com)



International designer Bill Bensley conceived this artistic take on colonial style architecture. Spacious grounds and a more convenient location make it a good choice for many. It is also a home to Chon, a one-Michelin star restaurant.





## SHOPPING



## CHAO PHRAYA CRUISE & SIGHTSEEING

The Bangkok's national pastimes are eating and shopping - and both are equally luxurious!

*Gaysorn Village*, a boutique shopping village, houses national and international top-end brands and fashion, as well as selected lifestyle eateries from urban chic cafés to fine dining, upscale bars and world famous restaurants. Premium salon, spa and beauty services also on site.

A few minutes away is *Central Embassy*, an ultra-luxury lifestyle shopping complex. It features world class brand names such as Gucci, Hermes, Givenchy, Christian Louboutin, Chanel, Prada and Versace. Elevated Thai street food restaurant Eat Thai is on its lower level, a comfortable (and much more hygienic) way to enjoy authentic delicacies. Should you fancy a cooking class in this posh location, head to Issaya Cooking Studio, which is run by world-famous Chef Ian Kittichai (see [www.issayastudio.com/class](http://www.issayastudio.com/class)).

Farther west lies *Erawan Bangkok*, practically a Bangkok institution. This quiet, conveniently-located shopping center nonetheless has world-class brands as well as restaurants (including a fantastic tea room). On the corner of this shopping center sits *Erawan Shrine*, a perfect place to observe Thai rituals of prayer, paying respects, dance, music and making merit.

Cross the intersection and you'll find yourself in the *Siam* area, where the chic luxury shopping center,

- **Central Embassy** Phone: +66 2 119 7777 [www.centralembassy.com](http://www.centralembassy.com)
- **Erawan Bangkok** Phone: +66 2 250 7777 [www.erawanbangkok.com](http://www.erawanbangkok.com)
- **Erawan Shrine** Address: Ratchaprasong & Ratchadamri Intersection  
[www.tourismthailand.org/Attraction/Erawan-Shrine-2140](http://www.tourismthailand.org/Attraction/Erawan-Shrine-2140)
- **Gaysorn Village** Phone: +66 2 656 1149 [www.gaysornvillage.com](http://www.gaysornvillage.com)
- **Siam Discovery Center** Phone: +66 2 658 1000-19 [www.siamdiscovery.co.th](http://www.siamdiscovery.co.th)

A private yacht hire is the best way to enjoy the most of Chao Phraya River in style. *Khana Yacht Charters* offers Leopard 23, which comes with lunch, captain and crew, guest service attendants, and a complimentary of VIP transfer to preferred piers. Make a special request for a personal chef (from the massively popular television show *MasterChef Thailand*) for extra excitement!

For dinner cruises, experience the *Chao Phraya Cruise*, which offers a Thai/international buffet cruise with live shows. *The Shangri-La Horizon Cruise* provides an unforgettable five-star buffet dinner cruise along the Chao Phraya River, with a mouth-watering menu from



the hotel's famous restaurant & bar, The Table from Golden Circle.

*Anantara Riverside Bangkok* has the unique offering of a cruise on a traditional rice barge, made entirely out of teak, on its *Manorah Cruises*. This tastefully furnished open-air antique boat offers fine dining for both breakfast and evening meals.

- **Khana Yacht Charters** Phone: +66 84 499 9122 [www.khanayachtcharters.com](http://www.khanayachtcharters.com)
- **Chao Phraya Cruise** Phone: +66 2 541 5399 [www.chaophrayacruise.com](http://www.chaophrayacruise.com)
- **Shangri-La Horizon Cruise** Phone: +66 2 236 7777  
[www.shangri-la.com/bangkok/shangrila/dining/restaurants/horizon-cruise](http://www.shangri-la.com/bangkok/shangrila/dining/restaurants/horizon-cruise)
- **Manorah Cruise (Anantara Riverside Bangkok Resort)** Phone: +66 2 476 0022  
[www.manorahcruises.com](http://www.manorahcruises.com)





**ARTS & CULTURE**

**TEMPLES & KUDEE JEEN COMMUNITY**

Amongst centuries-old temples and other religious sites like *Wat Arun*, all of which have been widely recommended and written about, *Wat Thewarat Kunchorn Worawihan* is not commonly known to outsiders.

Yet it's one of the most sacred temples in central Thailand. This royal temple built during Ayutthaya Kingdom (1351-1767). Stunning ancient architecture, ravishing decorations inside out and aesthetic artisanship, unveiling wealth and prosperity of the ancient Siam. It's also where the Golden Teak Museum is situated. This gorgeous example of the finest traditional Thai craftsmanship is a peaceful respite during the day.

Thonburi is a community nearby, on the west bank of Chao Phraya River, once a Siamese capital. Nearby



is the Portuguese heritage village of *Kudee Jeen community*, where the first group of traders resided in Siam. Santa Cruz Cathedral is an iconic landmark, constructed in the late 18<sup>th</sup> century as a worship place for Portuguese immigrants and diplomats.

Take a few minutes to walk down a narrow lane from the church, and you'll find a small museum recounting the story and background of this diverse community, called Baan Kudi Jeen Musuem.

As mentioned, a short distance away is the not-to-be-missed *Wat Arun*, internationally known as the Temple of Dawn, one of Bangkok's most beautiful religious sites. Despite its name, it is the best place to see sunset at Chao Phraya River.

Apart from these recommended places, there are several more temples and shrines, such as *Wat Kalayanamit*, *Wat Prayoon* and *Wat Anongkaram*, and *Princess Mother Memorial Park*.

- **Wat Thewarat Kunchorn Worawihan & Golden Teak Museum** Address: 90 Sri Ayutthaya road, Wachiraphayaban, Dusit, Bangkok 10300 Phone: +66 2 281 2430
- **Wat Arun Ratchavararam (Wat Arun)** Address: Arun Amarin Road, Bangkok Yai, Thonburi, Bangkok 10600 Phone: +66 2 891 2185 www.watarun.net
- **Baan Kudichin Museum** Address: 271 Tedsaban 1 Rd Wat Kalaya, Thonburi Bangkok Phone: +66 81 772 5148

◆ *Service Directory* ◆

**ABERCROMBIE & KENT**

Suite 1514, 15th Floor  
Empire Tower, 1 South Sathorn Road, Bangkok 10120, Thailand  
Tel. +66 2 670 0050-4  
www.akdmc.com  
(International Company)

**ASIAN TRAILS**

9th Floor, SG Tower,  
161/1 Soi Mahadlek Luang  
3, Rajdamri Road Lumpini,  
Pathumwan Bangkok  
10330, Thailand  
Tel. +66 2 651 8111  
www.asiantrails.travel  
(Domestic Company)

**BKK TOURS**

ISHangri La hotel,  
Chao Phya Tower, Fl. 1,  
Room 105 - 89 Soi Wat Suan Plu  
Bangkok 10500 Thailand  
Tel. +66 85 135 9292  
www.bkktours.com  
(Domestic Company)

**DESTINATION ASIA**

T.R.S. Building, 9 TH FL.,  
217 Vibhavadi-Rangsit Road,  
Chatuchak, Bangkok  
10900, Thailand  
Tel. +66 2 272 1436-7  
www.destination-asia.com  
(International Company)

**DIETHELM TRAVEL**

140/1 Kian Gwan II Building,  
12/F, Wireless Road,  
Lumphini, Pathum Wan,  
Bangkok 10330  
Tel. +66 2 660 7000  
www.diethelmtravel.com  
(International Company)

**EXOTISSIMO TRAVEL**

44 North Sathorn Rd,  
Silom, Bangrak Bangkok  
10500, Thailand  
Tel. +66 2 633 9060  
www.exotravel.com  
(International Company)

**ICS TRAVEL GROUP**

Steinerstr. 15, Haus A,  
2. OG München Germany  
Tel. +49 89219098660  
icstravelgroup.com  
(International Company)

**ORIENTAL ESCAPE**

70 Borommaratchachonnani Road,  
Chim Phli, Taling Chan  
Bangkok Thailand 10170  
Tel. +66 2 101 0100  
www.orientalescape.com  
(Domestic Company)

**QUINTESSENTIALLY**

11F Siripinyo Building  
475 Sri Ayutthaya Rd.  
Thanonphayathai  
Rajthvehi Bangkok  
10400 Thailand  
Tel. +66 2 201 3456  
www.quintessentially.com  
(International Company)

**REMOTE LANDS**

25/12 Soi Sukumvit 16  
Sukumvit Road, Klongtoey,  
Klongtoey Bangkok 10110,  
Thailand  
Tel. +66 2 260 7584  
www.remotelands.com/destination/  
thailand  
(Domestic Company)

**SAYAMA TRAVEL GROUP**

49/5 Lungsuwan Village,  
Soi Lungsuwan, Lumpini,  
Pathumwan, Bangkok  
10330, Thailand  
Tel. +66 89 009 5000  
www.sayamatravel.com  
(Domestic Company)

**SMILING ALBINO**

55, 57 Ramkambheng Road  
Soi 24 Yeak 34 (ABAC Huamark),  
Huamark, Bangkok, Bangkok  
10240, Thailand  
Tel. +66 2 107 2542  
www.smilingalbino.com  
(Domestic Company)

**SUPERKRIS TRAVEL NETWORK**

126/4 Lumpini Place  
Sathorn Tower B  
Narathiwat Road, Sathorn  
Bangkok 10120 Thailand  
Tel. +66 2 286 6462-3  
www.superkrisluxurytravels.com  
(Domestic Company)





[www.tourismthailand.org](http://www.tourismthailand.org)