

Dear Friends of Thailand

We are delighted that you have chosen to join us for the first Amazing Thailand Experience Forum that will be held in Thailand from Feb 5-11, 2023.

Below you will find the itinerary that has been prepared for the forum. My team has and continues to work tirelessly to ensure that you are provided with all the information that you need. We kindly ask for understanding as its likely that there will be minor adjustments. This is all to make your Thailand experience an AMAZING! One.

Please be sure to read through the THINGS YOU NEED TO KNOW BEFORE YOU GO information that immediately follows the itinerary. It will provide you with some very good information that will help you prepare for this trip and more especially answer the many questions that I am sure you may have. If the information doesn't answer all your questions, please do not hesitate to email us. Immediately following is meet and greet information specific to each of the two DMCs that will handle all transfers and tours during your stay in Thailand. Please be sure to keep a copy handy so upon arrival you will know exactly how to proceed.

Thailand is an AMAZING destination. Once you go, once you experience, you will know. I urge you to enjoy your time in the LAND OF SMILES! ⁽²⁾ This Forum is an excellent opportunity to explore, learn and build long term relationships with the many Thai suppliers that you will meet. More especially I encourage you to immerse yourself in the awesomeness that is Thailand.

I look forward to meeting all of you very soon.

With my best wishes

Santi Sawangcharoen Director – TAT – NY & Canada Office









Amazing Thailand Experience Forum

Bangkok & Khao Lak (Phang-Nga), Thailand February 5-15, 2023

Day 1 – Sunday, Feb 5, 2023 – Arrival and Registration

Welcome to Thailand! Welcome to the Land of Smiles. We are happy you are here!

Upon arrival, please proceed to immigration and customs to complete arrival formalities. Meet & Greet information will be supplied shortly! All guests are expected to arrive in Bangkok today.

A transfer from Bangkok's Suvarnabhumi Airport to the Four Seasons Hotel Bangkok by the Chao Phraya River will be provided. <u>Please note that complimentary transfers will only be offered on Feb 5</u>

08:00 AM – 09:00 AM Check in at Four Seasons Hotel Bangkok* *Early check in on request only; subject to availability

For those arriving on Air Canada from Vancouver, you will arrive Bangkok very early in the morning. To allow those arriving very early to relax and freshen up upon arrival at the hotel, the Four Seasons Hotel Bangkok at Chao Phraya River will make a hospitality suite available. Once rooms become available, the hotel will notify each attendee. The Four Seasons will also extend complimentary shuttle service to and from the iconic Icon Siam shopping complex, which is also located along river and in close proximity to the hotel for those who wish to explore during this time.

1:00 PM - 6:00 PMThe Forum's Registration Counter will be open.
Location: Four Seasons Hotel Bangkok

Please enjoy your free evening in Bangkok – the City of Angels! To learn more about Bangkok click on the following link below

Accommodation: Four Seasons Hotel Bangkok

Day 2 – Monday, Feb 6, 2023 - Full Day Bangkok tour & welcome reception

As of Jan 27, 2023

Breakfast is at your leisure. Please be on time to depart on tour.

Please meet in the lobby of the Four Seasons Bangkok for a **prompt departure at 8:40 am.** We will travel by boat to our first attraction. Following, we will proceed by land.

09:00 AM - 5:00 PM Bangkok in the Nutshell - Full day tour

- Group A Bangkok Nuts
- Group B Bangkok Shells Each tour group will accommodate 30 guests each.

6:15 PM We depart the Four Seasons Hotel Bangkok for the Standard Hotel

7:00 PM – 10:00 PM Amazing Thailand welcome reception and sit-down dinner. Hosted by The Standard, Bangkok Mahanakhon

Dress code:

For daytime activities casual – loose fitting – comfortable. For evening welcome reception - smart casual – resort elegant Accommodation: Four Seasons Hotel Bangkok

Day 3 - Tuesday, February 7, 2023 - Forum in Bangkok - Day 1

Breakfast is at your leisure. Please be on time for the official Opening.

Official opening of the Amazing Thailand Experience Forum

Location: Ballroom of Capella Bangkok

08:30 AM – 08:50 AM - Official welcome remarks by the Deputy Governor of International Marketing – Europe Africa, Middle East, and Americas Mr. Siripakorn Cheawsamoot of the Tourism Authority of Thailand.

Followed by Air Canada's Senior Director, Asia Revenue Management & Sales Mr. Rocky Lo

08:50 AM - 09:15 AM	The "Amazing Thailand" briefing
	by Mr. Daniel Fraser - Managing Director of the DMC - Smiling Albino
09:15 AM – 09:45 AM	The "Amazing Thailand" Learning Sessions presented by
	 Thai Smile Airways
	 Park Hyatt Bangkok

• The Standard, Bangkok Mahanakhon

Each session will not exceed 10 minutes.

09:45 AM - 10:15 AM	"Sustainable Elephant Conservation" A special session
	by Theerapat (Pat) Trungprakan of the Patara Elephant Farm

10:15 AM - 10:30 AM Morning coffee break

	9:00 AM -	10.00 AM Seller Market Briefing by TAT NY and TAT Toronto at Atelier 1 Room
L		
10:45 AN	I -10:55 AM	Group A (Bangkok Nuts) Meet at the Capella lobby to depart for
		half day tour.
11:00 AN	1 - 5:00 PM	<u>Group A (Bangkok Nuts)</u> – departs for half day t our.
		Tour 1 - Gastronomy
		Tour 2 - Community and Culture
10:30 AN	4 – 12:00 PM	Group B (Bangkok Shells) will attend the morning session trade
		meet
		Suppliers will be seated at assigned tables to meet with advisors.
		Meetings will be 7 mins in duration followed by 1 min to move.
		There will be a total of 11 meetings during this time period.
12:00 PN	1 – 1:15 PM	SHORT POWER LUNCH
1:30 PM		The afternoon trade meet will continue for <u>Group B</u> (Bangkok
		Shells)
		Meetings will be 7 mins in duration followed by 1 min to move.
		There will be a total of 28 meetings during this time period.
3:00 PM	– 3:15 PM	COFFEE BREAK
5:30 PM		End of the afternoon trade meet
		Upon completion of the afternoon trade meet, advisors are free until dinner.
7:30 PM	- 9:30 PM	Dinner hosted by the Capella Bangkok
		Dinner style: Passed heavy hot and cold hors d'oeuvres. This will be a standing event
Please not	te that the Can	standing event ella Hotel and the Four Seasons Bangkok are walking distance from each other. 3

Please note that the Capella Hotel and the Four Seasons Bangkok are walking distance from each other. 3 minutes at most from lobby to lobby!

Dress code: For daytime activities casual – loose fitting – comfortable.

For evening welcome reception - smart casual - resort elegant

Accommodation: Four Seasons Hotel Bangkok

Day 4 – Wednesday, Feb 8, 2023 - Forum in Bangkok - Day 2

Breakfast is at your leisure. Please be on time for your first event.

09:00 AM – 12 noon	G roup A (Bangkok Nuts) will attend the morning session of the
	trade meet at the ballroom of Capella Bangkok
	Suppliers will be seated at assigned tables to meet with advisors.
	Meetings will be 7 mins in duration followed by 1 min to move.
	There will be a total of 20 meetings during this time period.
10:45 AM – 11:00 AM	COFFEE BREAK
10:45 AM -10:55 AM	Group B Meet at the Four Seasons Bangkok lobby to depart for half
	day tour.
11:00 AM - 5:00 PM	Group B (Bangkok Shells) - departs for half day tour.
	Tour 1 - Gastronomy
	Tour 2 - Community and Culture
12:15 PM – 01:30 PM	SHORT POWER LUNCH
1:45 PM - 04:30 PM	The afternoon trade meet will continue for <u>Group A</u>(Bangkok Nuts)
	Meetings will be 7 mins in duration followed by 1 min to move.
	There will be a total of 19 meetings during this time period.
3:00 PM – 3:15 PM	COFFEE BREAK
4:30 PM	End of the afternoon session
	Upon completion of the afternoon trade meet, advisors are free until dinner.
5:45 PM – 6:00 PM	Meet at the Four Seasons Bangkok lobby for transfer to the Park
	Hyatt Bangkok Hotel.
7:00 PM – 9:00 PM	Dinner hosted by Park Hyatt Bangkok
	Dinner style: Passed heavy hot and cold hors d'oeuvres. This will be
	a standing event
Dress code:	

For daytime activities casual – loose fitting – comfortable. Please refer to the attached Things to Know Before you Go notes attached at the end of this itinerary. For evening welcome reception - smart casual – resort elegant

Accommodation: Four Seasons Hotel Bangkok

Day 5 - Thursday, Feb 9, 2023 – Departure for Phang-Nga (via Phuket)

Please note that transfers will be provided from the Four Seasons Bangkok to BKK Airport

06:15 AM	Check out and depart to Bangkok's International
	Airport (Suvarnabhumi)
09:30 AM	Depart Bangkok for Phuket via Thai Smile Airways – flight WE285.
11:00 AM	Arrival into Phuket and proceed to luggage retrieval then gather for
	boarding of buses to proceed on-site inspections and lunch.

12:00 PM	Hotel Inspection + LUNCH at designated hotels
	Group A (Bangkok Nuts) - Trisara
	<u>Group B</u> (Bangkok Shells) - Anantara Layan
3:30 PM - 5:00 PM	Depart hotels and transfer to JW Marriott Khao Lak Resort & Spa
	Balance of day at leisure / Dinner OYO
	Please enjoy your free evening in Khao Lak

Dress code: Casual – loose fitting – comfortable. Accommodation: JW Marriott Khao Lak Resort & Spa

Day 6 – Friday, Feb 10th, 2023 – Full Day Travel Forum – Khao Lak

Amazing Thailand Forum

JW Marriott Khao Lak Res	sort & Spa (Venue: Room A)
08.30 AM - 08.50 AM	The "Amazing Andaman" briefing.
	By Vice President of Phuket Tourist Association -
	Mr. Sassitt Thavornvongwongse
08:50 AM – 09.20 AM	Amazing Thailand Learning Sessions presented by
	 Trisara
	 Minor Group (Anantara Layan & Avani, Khao Lak
	 La Vela Khao Lak
	 Each session will not exceed 10 minutes.
09:20 AM - 09.45 AM	"Wellness Tourism in Thailand" A special session
	By Kamalaya Ko Samui
8:30 AM - 9.30	AM Seller Market Briefing by TAT NY and TAT
	Toronto at Function Room B (60 Mins)
09:45 AM – 10:00 AM	COFFEE BREAK
10.00 AM – 12.45 PM	Start of the m orning trade meet
10.00 MW = 12.43 I W	_
	Location: Function Room A
	Suppliers will be seated at assigned tables to meet with advisors.
	Meetings will be 5 mins in duration followed by 1 min to move.
	There will be a total of 25 meetings during this time period.

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Dress code: Resort casual for the trade meet – comfortable. Dinner please see theme above. Accommodation: JW Marriott Khao Lak Resort & Spa

Day 7 – Saturday, Feb 11, 2023 – A full day of touring

Breakfast is at your leisure. Please be on time for your first event.

09:30 AM - 5:00 PM	Depart Marriott Khao Lak for a f ull day tour
	 Team 1 - Similan Islands
	 Team 2 – Elephant & Nature, Phang-Nga
5:00 PM	Return to hotel from a full day of touring
6:45 PM	Meet at the Marriott Khao Lak lobby for transfer to the farewell party
7:00 PM – 9:00 PM	Farewell Dinner Party
	hosted by La Vela Khao Lak
	BBQ Beach party
	Theme: 'White Party' Resort Casual

Dress code: Casual/beach attire for touring – comfortable. Dinner please see theme above. Accommodation: JW Marriott Khao Lak Resort & Spa

For those Agents Departing on Feb 11th to Bangkok to connect to Air Canada Flight on Feb 12th *

TAT will provide one-way transfer from Khao Lak to Phuket International Airport, one-way domestic ticket on Thai Smile Airways, and one night hotel accommodation at an airport hotel. Please see transfer schedule & itinerary below:

1.30 PM	Check out of the Marriott Khao Lak and depart to Phuket Airport
5.15 PM	Depart from Phuket to Bangkok by Thai Smile Airways (Flight WE 284)
6.45 PM	Arrival at Bangkok's Suvarnabhumi Airport and transfer
	to Novotel Bangkok Suvarnabhumi Airport Hotel.
	Your DMC representative will meet you on arrival to guide you to the shuttle bus.
Feb 12, 2023	
05.00 AM	Check out of the Novotel Bangkok Airport Hotel and transfer by hotel
	shuttle to Bangkok's Suvarnabhumi Airport for Air Canada flight back to
	Canada / USA departing at 08.35 AM

Day 8 - Sunday, Feb 12th, 2023 - Departing Day from Khao Lak

Feb 12-14, 2023 – For those Agents <u>not</u> joining a Post Tour & Departing Bangkok <u>on Air Canada's flight</u> on Feb 14

TAT will provide one-way transfer from Khao Lak to Phuket International Airport, one-way domestic ticket on Thai Smile Airways, & two nights hotel accommodation will be provided.

Please see 2 transfer schedules & itinerary below:

Feb 12, 2023

10.00 AM	Check out of hotel and transfer to Phuket Airport
1.40 PM	Depart from Phuket to Bangkok by Thai Smile
	Airways (Flight WE 208)
3.10 PM	Arrival at Bangkok's Suvarnabhumi Airport & transfer to your hotel
	Check in / You are free to enjoy your time in Bangkok on your own.
Feb 13, 2023	Free day on your own.
Feb 14, 2023	
04.30 AM	Check out and transfer to Bangkok's Suvarnabhumi for your Air
	Canada flight back to Canada/USA departing at 08:35 AM.

Feb 12, 2023 – For those Agents <u>not</u> joining a Post Tour & departing Bangkok <u>on a non-Air Canada</u> international flight

TAT will provide o*ne-way transfer from Khao Lak to Phuket International Airport and a one-way domestic ticket on Thai Smile Airways. No hotel accommodation will be provided. Please see schedule below:*

Feb 12, 202310.00 AMCheck out of hotel and transfer to Phuket Airport1.40 PMDepart from Phuket to Bangkok by Thai Smile Airways flight WE3.10 PMArrival at Bangkok's Suvarnabhumi Airport
You are free to enjoy your time in Bangkok on your own.

Feb 12 -15, 2023 – For Agents joining Post-Tours, Package options provided by DMCs – EXO Travel & Trikaya Tours

Chiang Mai / Bangkok / Krabi (Andaman)

Feb 12, 2023	
TBA	Check out of hotel and depart on respective Post Tour Please note , a detailed itinerary & domestic ticket/s will be provided by your DMC
Feb 13, 2023	Activities as per your Post Tour
Feb 14, 2023	Depart from Chiang Mai & Krabi post tours to Bangkok by Thai Smile Airways
9.05 PM	Depart from Chiang Mai: Flight WE 121
10.25 PM	Arrival at Bangkok's Suvarnabhumi Airport and transfer to airport
	hotel for check in and overnight
8.20 PM	Depart from Krabi: Flight WE 250
9.45 PM	Arrival at Bangkok's Suvarnabhumi Airport & transfer to airport
	hotel for check in and overnight.
Feb 15, 2023	

Check out and transfer to Bangkok's Suvarnabhumi Airport for Air Canada flight departing at **08.35 AM.**



Bon Voyage! We look forward to welcoming you back to Amazing Thailand!

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THINGS YOU NEED TO KNOW BEFORE YOU GO

Dear Friends of Thailand

Thank you for deciding to join us for the upcoming Amazing Thailand Experience Forum. We are honored to be able to introduce you to some of what the Kingdom can offer.

To help you prepare for your trip to Thailand, we have taken time to put together a few:

THINGS YOU NEED TO KNOW BEFORE YOU GO.

Please take a few minutes to read the information. It will help you prepare for the trip and answer many of the questions that you may have. In the event it does not answer a specific question that you may have, please do not hesitate to email us.

The information below is not meant in any way to offend anyone. TAT has led many familiarization trips. Each fam makes us aware of things we need to gently remind those traveling with us of. This forum is an official event organized by the Tourism Authority of Thailand – NY & Canada Offices. Air Canada is our international airline partner. Thai Smile is our domestic airline partner. We are also working closely with Trikaya Tours and Exo Travel for all tours and transfers. We also have many hotel partners as you will see from the itinerary.

UPON ARRIVAL

Upon arrival in Bangkok, you will all proceed to immigration and customs before meeting our guide just after exiting the arrival hall. Meet and Greet information specific to each DMC will be provided separately.

THIS IS A GROUP FAM

This is a group fam not an individual fam. It therefore means that everyone cannot be on their own time, do as you do; or always agree with you. Please remember to be patient and considerate of others. We ask that you build friendly alliances that are inclusive of all fam trip attendees. The only prize to be won is to leave Thailand with a better appreciation for the Thailand product. Take the time to get to know everyone, you never know what you might discover. We also ask that you avoid any discussions surrounding sensitive topics – especially politics.

PLEASE AND THANK YOU

Thai People are kind and gentle by nature. That gentle demeanor should not be disrespected. "Please" and "thank you" go a long way in Thailand. Ask your guide how to say please and thank you in Thai – Thai People really appreciate those who try to speak their native tongue.

SPICE IS PART OF THAI LIFE

Spice is a staple ingredient of most food in Thailand. Mild can be hot to the average westerner. To expect food with no spice is unrealistic. We have asked all hotels etc. to keep the food as mild as possible. This fam, like all others, will include Asian cuisine as well as western cuisine. If you wish for any other cuisine at a specific dining location during this trip, it would be at your expense. Keep in mind that western food is not readily available at all local Thai/Asian restaurants. We have notified each hotel as well as our local DMC of your food restrictions and preferences – if any.

TIPPING

The following is to help you with other tips that you may wish to provide:

- Delivery of luggage to your room: 80-100 baht About \$1US per bag
- Pick up of luggage from hotel room to the van: 80-100 baht (this gets tricky because the bags might change hands, but just try to pay attention to who is helping) About \$1US per bag
- Tip after a massage recommended minimum of \$10US

ACCESSING CASH WHILE IN THAILAND

If you wish to travel with cash, the best and most convenient place for currency exchange is immediately after immigration at the Bangkok airport while waiting for your luggage. Larger amounts will receive a better rate of exchange at locations within Bangkok. Larger notes also receive a slightly higher rate of exchange than smaller notes. Please note that you can easily exchange USD or CAD throughout Thailand.

To access Thai baht in cash, we recommend using ATM machines which are located everywhere. Not all ATM machines take every kind of card but look for your credit card logo on the ATM signs. Major credit cards (American Express, Master Card and VISA) are accepted at all major banks, restaurants, hotels, and shops. When you visit the night markets, use cash. COVID has had an impact on many services, so we apologize if anything specific to accessing cash has changed. We will do our very best to ensure that you have access to ATM machines to access Thai cash or currency exchange.

OTHER IMPORTANT INFORMATION YOU WILL NEED TO KNOW

The Monarchy: Thai people have a deep, traditional reverence for the Royal Family, and a <u>visitor</u> <u>should be careful to show respect</u> for the King, the Queen and all members of the Royal Family.

For visits to a Thai Buddhist temple, wear light weight, long trousers to your shoes or a skirt that falls below your knees. You will also have to take off your shoes when entering temples, and we suggest something that can slip on and off easily. May we also suggest bringing a small pair of socks if you prefer not to walk barefoot. Men and women should have their shoulders covered when visiting temples as well. If wearing a sleeveless shirt, women should bring a shawl to wrap over the shoulders.

Cultural sensitivity is also important when interacting with Thai monks. Please be discreet and distance yourself when taking photos. Moreover, women should never touch Thai monks. There will be several places that we request that you refrain from taking photos.

WHAT TO PACK

- Your itinerary indicated suggested dress code for each activity. Please kindly review.
- It will be hot in Thailand. Loose fitting clothing, especially for daily activity is recommended.
- BUSINESS CARDS It is customary to exchange business cards when you have your one on one meetings or you visit a hotel either for a site inspection, overnight stay or function.
- Evening functions smart but casually elegant is appropriate. No shorts or flip flops or sneakers for dinners/lunches or site inspections. A comfortable skirt or dress pants (linen for example) with a nice top would be fine. An evening resort type dress is also perfectly fine. Open toe sandals are perfectly fine.
- We will be hosted by several leading 5-star hotels and resorts therefore I am sure you will want to dress smartly to represent yourself first and your company as well.
- Bring a pair of comfortable sneakers or shoes that you wear to exercise should you wish to do so
- Bring your swimwear there will be opportunity to swim.
- Bring lots of sun block.

- Bring a good pair of sunglasses
- Bring comfortable walking shoes easy on/off is best and most convenient.
- Bring a hat.
- Bring your camera.
- Bring a whole heap of laughter, patience, tolerance!
- Most of all bring yourself!

PERSONAL INCIDENTALS

You will be responsible for all your personal incidentals at each of the hotels at which you will be staying. These include, for example, items from the mini bar, room service ordered by you, telephone calls, alcoholic beverages, etc.

Room service is always at a cost. Please do not expect, insist, or force the hotel to absorb these costs. While breakfast is included with your stay, ordering breakfast via room service is not included unless otherwise stipulated by the hotel.

Most hotels will host a dinner for the group. Usually this includes a set menu. The set menu should take into consideration all the dietary restrictions and food preferences. Ordering directly from the menu will be at a cost to you. You should not expect the hotel to pick up the cost of food over and above what was prepared for you.



THAISMILE - https://www.thaismileair.com/en

Baggage Policy

Baggage Policy

Baggage Policy

Definitions and Interpretation Thai Smile Terms and Conditions

If you are traveling solely on Thai Smile flight for the duration of your journey, please familiarize yourself with our baggage rules as follows:

Checked Baggage Policy by weight concept

Routes	Baggage Allowance on WE Operating Flights	
	Premium Class	Economy Class
International Routes	40 Kgs (88 Pounds)	30 Kgs (66 Lbs)
Domestic Routes	30 Kgs (66 pounds)	20 Kgs (44 Lbs)

** Our group's baggage allowance is 20 kg. (44 lbs.) **



EXCESS BAGGAGE CHARGE

Excess Baggage Charge rate, applicable to a checked portion of travel on purely THAI Smile Airways Domestic and International sectors, are in Weight Concept on a fixed rates listed below.

PREPAID BAGGAGE

- Purchase prepaid baggage through Thai Smile Call Center, Thai Smile Service Center.
- Prepaid baggage is required to be purchased at least twenty-four (24) hours prior to departure time.
- Prepaid baggage is applicable for passengers who is purchase WE flight on WE (909) and TG (217).
- Prepaid baggage charge rate varies upon weight as per following table.

Destination	Kilogram	Price(THB)
All Domestic Routes (include Cross-Region Routes)	5	600
	10	900
	15	1,350
	20	1,800
	25	2,250
	30	2,700
	40	3,600

EXCESS BAGGAGE RATE CHARGE

- Excess Baggage rate charge on departure date as per following table.

Domestic Sectors

Destination	THB Per Kilogram
All Domestic Routes (Include Cross-Region Routes)	180