



THAILAND MADE EASY

The Compact Guide
for Travel Agents



An Introduction



Farmer in Nan

Sawasdee Kha! Imagine offering your customers not just a trip, but an unforgettable experience. Thailand, a country many think they know, still holds countless secrets and surprises, even for seasoned travellers and repeat visitors.

While often celebrated as a beach paradise, Thailand is rich in cultural depth, natural beauty, and tantalising culinary delights. Especially during the “green season,” Thailand reveals a different, more enchanting side with its lush landscapes and hidden gems. With our expert tips, you can introduce your customers to authentic Thailand.

Discover a fresh perspective and gain valuable insights to help plan the perfect trip for every traveller.

Important Basics for Travelling in Thailand

Embrace “Thai Time”

Encourage your customers to relax and go with the flow of “Thai Time.” Punctuality isn’t always a priority here, and locals often take a more laid-back approach to schedules.

Advise your travellers to do the same, avoiding stress and staying open to the unexpected, unforgettable moments that make a trip to Thailand so special.

Sustainability Matters

At DTH Travel, we prioritise sustainable tourism and activities that protect Thailand’s wildlife and natural beauty. Recommend ethical elephant sanctuaries where your guests can learn about wildlife conservation and actively support these efforts.

Avoid promoting or supporting activities that exploit animals or harm the environment, such as elephant rides or animal shows.

Beyond the Tourist Trail

Inspire your customers to explore the lesser-known corners of Thailand. Regions like Sukhothai, Phrae, and Nan in the north offer authentic cultural experiences, delicious cuisine, and rich history, all without the crowds.

Those who limit themselves to popular hotspots like Bangkok or Chiang Mai miss out on the true essence of Thailand. Off the beaten path, travellers can enjoy genuine encounters with locals and immerse in authentic experiences.

Dress Codes for Temples

Temples in Thailand are sacred spaces, and respectful attire is essential. Inform your guests about the dress code before they visit:

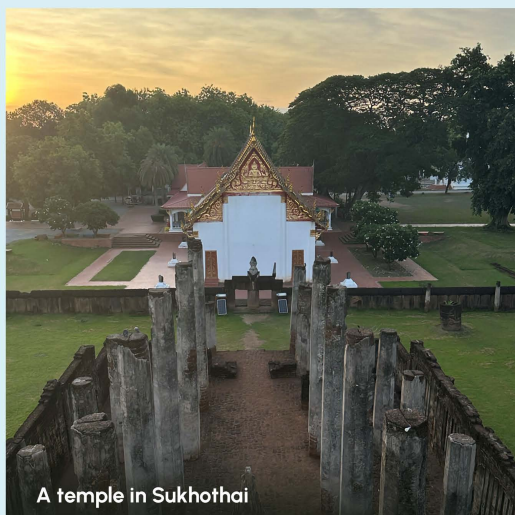
- Shoulders and knees must be covered.
- Avoid wearing sheer clothing.
- Shoes must be removed before entering temples.
- Hats must be taken off as a sign of respect.

Mindful Travelling

Respect and politeness are cornerstones of Thai culture. Loud behaviour or creating conflict is frowned upon and considered inappropriate. Encourage your customers to embrace serenity and mindfulness, as these qualities will enhance their travel experience in Thailand.



FAQs: Answering the Most Important Questions to Travel Smart



A temple in Sukhothai

Which destinations offer the best off-the-beaten-path experiences?

For those seeking hidden gems, Northern Thailand offers a wealth of lesser-visited sites. From ancient architectural marvels dating back to the 13th century, to idyllic green landscapes, these areas reveal a Thailand many have yet to discover. Travellers can immerse in rich culture and enjoy meaningful encounters with the hospitable locals, gaining true insight into daily life.



Sunset on Koh Jum

Which islands are best for a relaxing vacation?

For tranquil beach escapes, Khao Lak is a top choice, with its long sandy shores and nearby natural wonders. Visitors can enjoy snorkelling in the Similan Islands or hiking in the lush Phang Nga jungle.

Another insider tip is Koh Jum near Krabi, ideal for families and couples who want to unwind on unspoilt beaches, far from the bustling tourist areas.



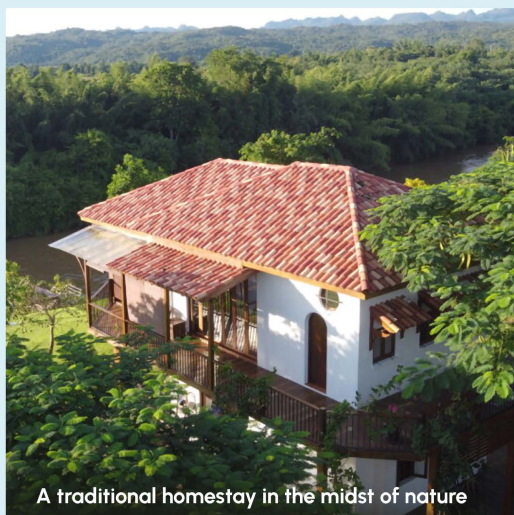
A boat docking on pristine white sand

What activities can I do in Thailand besides lounging on the beach?

Southern Thailand is perfect for adventurous boat trips that showcase untouched nature, crystal-clear waters, and vibrant marine life. Visitors can explore unspoiled fishing villages and savour fresh seafood meals right on the beach, inspiring lasting memories.



FAQs: Answering the Most Important Questions to Travel Smart



A traditional homestay in the midst of nature

Which destinations are best suited for different?

Families can enjoy renting a house along the peaceful Kanchanaburi River, surrounded by nature and local attractions. For travellers seeking a cultural experience, small resorts in Northern Thailand offer personalised service and unique excursions in off-grid destinations. Older travellers may prefer the calm and charm of Hua Hin or Chiang Mai, where culture, relaxation, and light activities come together.



A typical market scene where chillies are common

How spicy is Thai food, and where are the best places to eat?

Thai cuisine varies from mild to very spicy, depending on the region. In Bangkok, Chinatown is a food lover's paradise, offering everything from duck noodles to mango sticky rice. For those interested in trying regional specialties, Northern Thailand offers dishes like Khao Soi (a rich curry soup) and Sai Oua (a fragrant sausage).

In Isaan, you'll find spicy and sour dishes like Som Tam (papaya salad) and Larb (spicy minced meat salad).

The South is known for its coconut-based dishes and abundant seafood. Don't forget to try Thailand's array of exotic fruits like pomelo, jackfruit, and the infamous (but truly delicious) durian!



A chic picnic in the mountains near Chiang Mai

What tips do you have for seasoned travellers or repeat visitors?

For those looking to explore beyond the usual spots, DTH Travel offers a special tour from Bangkok to Chiang Mai.

This journey is filled with secret treasures and enriching experiences that even repeat visitors will find surprising. It's perfect for travellers who want to dive deeper into Thailand's culture and discover the lesser-known side of the country.



The Real Thailand: Expert Tips from Our Team

Cultural Highlights

Khun Pornpavee, our cultural connoisseur, says: "Visiting a remote temple at sunrise is always a magical experience for me. There are so many hidden temples where you can soak in the serenity all by yourself. The peaceful quiet, combined with the golden rays of sunlight illuminating the temple, creates unforgettable moments."



A gold-plated temple complex from the Ayutthaya period

Natural Wonders



A mountain range in northern Thailand

Our nature enthusiast, Khun Pradthana, loves exploring northern Thailand: "Standing barefoot in the grass in Chiang Rai, breathing in the crisp air, and gazing out over the rolling hills towards the mountains of Myanmar is a truly breathtaking experience. Northern Thailand's natural beauty is like no other."

Adventures Await

For thrill-seekers, Khun Kallaya has the perfect suggestion: "A jungle trek in Phang Nga is an absolute must for adventurers. Unspoiled nature, rich biodiversity, and hidden waterfalls make for an exhilarating day filled with surprises!"



A jungle in Phang Nga

Unique Stays for Memorable Nights



Learning Thai right at the hotel

Thailand's charming boutique hotels and family-run resorts are often part of what makes the experience so special. The personal touch of the owners, who greet you like family, adds to the authentic cultural experience. Khun Aljoscha, our accommodation expert, adds: "Historic buildings, like old schools, are being transformed into stylish, intimate hotels — offering guests not only a unique stay but also an experience steeped in rich history and local insights."

Culinary Delights

Thai cuisine is a major highlight for many travellers, and our resident foodie, Khun Waranya, has some must-try recommendations: "One of my favourites is Gaeng Som, a tangy and refreshing soup made with fish and green papaya, especially popular in southern Thailand. The spicy yet fresh flavour is perfect for a hot day!" Another standout dish is Yam Pla Dook Foo, crispy fried catfish served with a zesty mango salad. "The blend of crispy, sour, sweet, and spicy is irresistible!"

Encourage your guests to dive into the vibrant world of Thai cuisine and step outside their comfort zone to try something new. Skipping the classic Pad Thai for a bold, exotic dish might just be the highlight of their trip!



Yam Pla Dook Foo



In Best Hands: DTH Travel — Your Reliable Partner in Thailand

22

Local Offices

always ready to serve you

65+

Years of Experience

in welcoming explorers to Asia

14

Countries in Asia

with thousands of journeys
for your clients

DTH Travel, formerly known as Diethelm Travel, is a destination management company specialising in bespoke travel experiences across Asia, with a commitment to authentic and responsible tourism. Our boutique approach enables us to leverage on unique insights in creating our products, and consistently deliver personalised client servicing at a local level.

We provide our clients with one of the highest insurance coverage rates in the industry. And our progressive approach ensures that we use the latest technologies to help streamline processes, facilitating faster turnaround times for our clients.

We have offices in 14 countries, including Thailand, Singapore, Sri Lanka, Hong Kong, Malaysia, the Philippines, Laos, Vietnam, China, Cambodia, Myanmar, Bhutan, the Maldives, and Japan. With over 65 years in the industry, DTH Travel is proud to have been repeatedly recognised as Asia's Leading Destination Management Company by the World Travel Awards for multiple years.

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