

# TAT NEWSLETTER



## HEADING 1

Isan and Phuket  
named in TIME's  
Greatest Places of  
2023

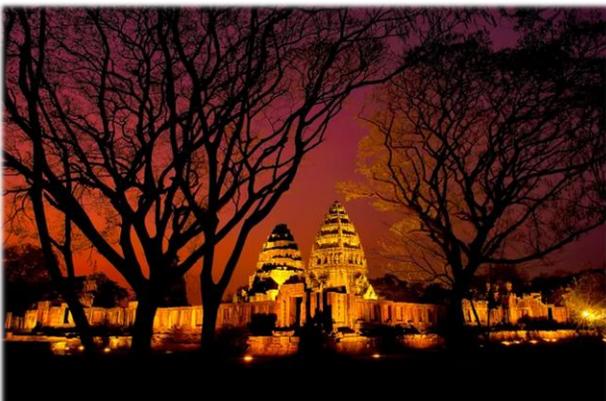
## HEADING 2

'Visit Thailand Year 2023:  
Amazing New Chapters'  
showcased at ITB Berlin  
2023

## HEADING 3

Panang Curry named  
World's Best 'Stews'

## Isan and Phuket named in IME's Greatest Places of 2023



The TIME list makes particular mention of Isan's diverse and delicious culinary offerings, before also saying: "Those who venture to this off-the-beaten-path region of Thailand teeming with rice fields are rewarded with national parks and Khmer temple ruins, and now: Michelin-recommended restaurants.

Of Phuket, the list says: "Thailand's most visited region - the famed beaches of Phuket - just upped its family appeal with the grand opening of Carnival Magic, a culturally-focused theme park last September. Voluntourism initiatives continue to be a priority on the island. The Phuket Elephant Sanctuary, for example, invites visitors to help feed the animals and provides education about elephant communication and behaviour. Although the island is best known for its eponymous city, Phuket is drawing more visitors to its uncrowded countryside with an impressive landscape of modern luxury lodges."

## 'Visit Thailand Year 2023: Amazing New Chapters' showcased at ITB Berlin 2023



TAT showcasing the 'Visit Thailand Year 2023: Amazing New Chapters' campaign at ITB Berlin 2023 which is on from 7-9 March, 2023, and Thailand's new direction towards more sustainable and responsible tourism with a focus on meaningful travel experiences.

The Thailand Stand at ITB Berlin 2023 - the 56th edition of the show, and the first in-person staging of the event since the pandemic - features the 'Visit Thailand Year 2023: Amazing New Chapters' theme and is promoting the leveraging of Thailand's 5Fs soft-power foundations - Food, Film, Fashion, Festival, and Fight.

For the Thai tourism suppliers attending ITB Berlin 2023, there is valuable opportunity for travel business discussions over 7-9 March with overseas buyers from around the world - both existing business partners and potential new ones.

At the Thailand Mini Mart, comprising two sessions on 9 March, over 20 buyers from emerging markets in Europe such as the Czech Republic, Poland, Romania and Hungary, met with the Thai sellers and had a chance to update themselves on Thai tourism products and services. This followed by the Thailand Mini Mart Happy Hour, a more informal and social opportunity for networking.

## Panang Curry named World's Best 'Stews'



Panang recently topped the World's Best 'Stews' while Massaman ranked 8th according to the Taste Atlas. Also in the ranking of their "100 Most Popular Stews in the World" are the red, green, and yellow Thai curries as well as the sour type of Thai curry or Gang Som.

Panang, a type of Thai curry, is thick and luscious, with crushed toasted peanuts adding to its unique flavours. Panang is best served with steamed rice and a salty side dish.

Massaman, meanwhile, reflects our multicultural roots with exotic spices, including cumin, cinnamon, and star anise. Originating in the Muslim community, masaman is usually made with beef or chicken. The curry is delicious with steamed rice, thick toasts, and a bit of pickles.

So, there you have it. New Thai tastes for you to come over and explore.



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