



9th Tourism Awards Reflect Thailand's Changing Product Portfolio

Friday 01 November, 2013

The Best of Thainess 9th Tourism Awards

Bangkok, October 1, 2013 – Reflecting the best traditions of “Thainess”, a number of Thai national parks, community development Centres, museums, a Buddhist community and even one sufficiency economy lifestyle community were among the 114 winners of the 9th Tourism Awards

presented on 27th September 2013, World Tourism Day.

The ceremony was presided over by Mr. Somsak Pureesrisak, Minister of Tourism and Sports who also conferred the awards jointly with Mr. Suraphon Svetasreni, Governor of Tourism Authority of Thailand. The gala event was attended by representatives of tourism operators, tourism associations, foundations and media.

Initiated by the Tourism Authority of Thailand since 1996, the Thailand Tourism Awards are held bi-annually. The winners are announced on World Tourism Day. This year's awards covered six categories 1) Tourism Support and Promotion Organisations, 2) Tourist Attractions, 3) Tourist Accommodation, 4) Tour



Programmes, 5) Health Tourism, and 6) Innovations for Thai Tourism Promotion.

The conceptual frameworks for the awards are based entirely on conservation and management of environmentally-friendly tourism products which also contribute to the preservation and conservation of culture, heritage and Thai traditions. This is a critical component of the “Thainess” marketing strategy adopted by the TAT for 2014 and beyond as a means of highlighting the kingdom’s unique selling propositions in a rapidly changing environment.”

Of the 271 applications for this year’s Awards, the judges selected 29 Awards of Excellence and 85 Awards of Outstanding Performance.

Said Mr. Somsak, “I would like to extend warmest congratulations to all the award-winners for their dedication and commitment as well as my gratitude and thanks to the judging committee members for their time and effort. These awards will help Thailand remain a leader on the world tourism map, by ensuring that all our tourists and visitors, both domestic and foreign, get value for money and enjoy a high level of satisfaction.”

Mr. Suraphon Svetasreni, Governor of TAT, said, “The Thailand Tourism Awards are designed to recognise and reward the extensive efforts being made by the Thai tourism industry to raise standards and enhance creativity and professionalism. The winners thus boost their business success by marketing their award-winning status as a competitive advantage. This enhances consumer confidence and also raises the brand image of Thailand and the Thai tourism industry at large. It also motivates the emerging generation of investors to maintain a similar focus when developing their new business products.”

TAT policy is to provide the winners with extensive publicity and marketing promotion through various media outlets, including the TAT’s own online and social-media channels. In addition, they get priority options to participate in TAT-organised travel trade fairs and roadshows both domestic and overseas.

The full list of recipients of the 9th Thailand Tourism Awards:



1. Tourism Support and Promotion Organisations

Award of Excellence:

- Ho Watthanatham Nithat, Wat Si Khom Kham
- Ban Na Ton Chan Community
- Bo Hin Farmstay

Award of Outstanding Performance:

- Drum-making Village, Ekarat Community (Ekarat Sub-district Administrative Organisation)
- Tree Bank and Learning Tourism Activity at Ban Tham Suea
- Ma Rayong Long Pai Prasae Hi (Office of Tambon Pak Nam Prasae Municipality)
- Ban Nam Chiao Ecotourism Community (Head of the Ban Nam Chiao Tourism Community)
- Chumchon Rak Khao Bai Si Agrotourism Community Enterprise
- Loi Krathong Sai Festival (Tak Municipal Office)
- Sufficiency Economy Lifestyle Community (Ban Saeo Sub-District Administrative Organisation)
- The School of Arts, Culture and Tourism Promotion (Phimai Witthaya School)
- Ban Chiang Cultural Conservative Homestay Community (Ban Chiang Community – Ancient Civilisation Conservation and Thai Phuan Inheritance)
- University of Life (Maejo University at Chumphon)
- Tourism Network by Communities, Chumphon
- A Path to Sustainable Tourism, Ao Luek Tourism Network Community (Tourism Network Enterprise, Ao Luek Community)
- The Trang Chamber of Commerce (The Trang Chamber of Commerce)
- Sustainable-Income-Distribution to Community Tourism (Tambon Rawai Community Enterprise Group)

2. Tourist Attractions

Hall of Fame:

- Kaeng Krachan National Park
- Farm Chokchai

Award of Excellence:

- Siam Niramit
- Green Community, Ban Bang Phlap Community
- Sampran Riverside
- Suphatra Land
- Nong Nooch Tropical Botanical Garden
- Khlong Lan National Park
- Thai Elephant Conservation Center
- Tat Ton National Park
- Khorat Fossil Museum
- Life Park @ the Greenery Resort Khao Yai

Award of Outstanding Performance:

- Siam Park City, Siam Park – Bangkok Sea
- Lao Khrag Cultural Village, Ban Kut Chok
- Suan Somdej Phra Si Nagarindra Borommaratchachonnani, Chaipattana Foundation
- Rai Khun Mon Thai Wisdom Learning Centre
- The Sirindhorn International Environmental Park
- Wangdum Mountain Camp, Renewable Energy Learning Centre
- Samphran Elephant Ground and Zoo
- Mai Ked Homestay
- The Sanctuary of Truth
- Ripley's World Pattaya
- Tree Top Adventure Park**
- Chae Son National Park, Lampang
- Phu Sang National Park
- Chan Sen Museum
- Organic Agricultural Project, Sukhothai Airport
- Khao Kho Talaypu
- Sgt. Maj. Thawee Folk Museum
- Chiang Mai Night Safari
- Khum Khantoke
- Maesa Elephant Camp
- Phu Phan National Park, Sakon Nakhon

- Pha Taem National Park
- Phu Thai Cultural Village, Khok Kong, Kalasin
- Granmonte Vineyard
- PB Vallely Khao Yai Winery
- Ho Kaeo Mukdahan Chaloe Phra Kiat Kanchanaphisek
- Suan Thung Uncle Pee Resort
- Palio Khao Yai
- Phuket Old Town
- Nakhon Si Thammarat Science Centre
- Khlong Daen Buddhist Community
- Chulachomklao Royal Military Academy
- Bird's Paradise Extreme Resort
- Songkhla Old Town

3. Tourist Accommodation

Hall of Fame:

- Pattaya Marriott Resort & Spa

Award of Excellence:

- Baan Amphawa Resort and Spa
- Dusit Thani Pattaya
- Sheraton Krabi Beach Resort
- Santhiya Koh Phangan Resort and Spa
- Pattaya Marriott Resort & Spa

Award of Outstanding Performance:

- Amari Watergate Hotel
- Anantara Bangkok Riverside Resort and Spa
- Pullman Bangkok King Power Hotel
- Centara Grand Beach Resort & Villas Hua Hin
- Baan Talay Dao Hotel
- Siam Bayshore Pattaya
- Royal Cliff Hotels Group
- Rati Lanna Riverside Spa Resort Chiang Mai
- Phu Na Come Resort
- Dusit Thani Laguna Phuket Resort
- Phuket Graceland Resort and Spa
- Andaman Cannacia Resort and Spa

4. Tour Programmes

Award of Excellence:

- 3-day 2-night package tour, Ko Surin – Ko Ta Chai (Barracuda Diving Company Limited)
- Thailand Family Adventure (Intrepid (Thailand) Company Limited)
- Historic Bangrak Food Testing & Cultural Walking Tour (Navatas Hospitality Company Limited)
- Rock the Gibbon (Treetop Adventure Company Limited)

Award of Outstanding Performance:

- Following the Royal Route, Cities of Good People and World Heritage (Rattanabralee Company Limited)
- Back Road to Bang Pa – In (Ayutthaya Boat and Travel Company Limited)
- Sakaekrang River, the living legend of Thailand the old days (Pan House Travel Company Limited)
- Rak Loma Rak Singwaetlom (Khanom Fishing and Tour)
- Phu Pha Phet Cave, Wang Sai Thong Whitewater Rafting, Wang Sai Thong Waterfall (Aphithun Kaona Travel Company Limited)
- Visit the Temple and the Palace, Listen to the Story of King Taksin the Great, Explore the Land of Five Religions (Noi Thapthim Tour)
- One Day Trip (Sea Bees Submarine Diving Club Company Limited)

5. Health Tourism

Award of Excellence: –

- Anantara Spa (Anantara Hua Hin Resort and Spa)
- Bangkok Pattaya Hospital
- Tao Garden Health Spa and Resort
- Sukko Cultural Spa and Wellness
- Six Senses Spa Samui (Six Senses Samui Hotel)

Award of Outstanding Performance:

- Oasis Spa Bangkok
- Mandara Spa (Royal Orchid Sheraton Hotel Bangkok)
- Tria Integrative Wellness Centre
- The Barai (Hyatt Regency Hua Hin Hotel)
- Oasis Spa Lanna
- Cheeva Spa
- Anantara Spa (Anantara Resort & Spa Golden Triangle)
- Viman Spa Chiang Mai (Pan Viman Chiang Mai Resort Hotel)

- Lanna Come Spa
- Banyan Tree Spa Phuket
- Kamalaya Koh Samui (Wellness Sanctuary and Holistic Spa Resort)
- Cool Spa (Sri Panwa Hotel)
- Banyan Tree Spa Samui (Banyan Tree Spa Samui)
- Tarn Tara Spa
- Melati Spa

6. Innovations for Thai Tourism Promotions

Award of Outstanding Performance:

- Andaman 365° Digital Magazine on iPad (Siri Media Co., Ltd.)
- Tiffany's Show Pattaya