

DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS

THAILAND

COUNTRY FACT SHEET



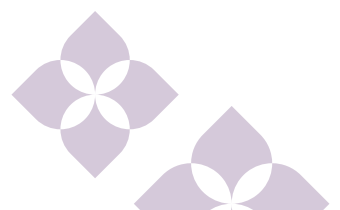
THAILAND | VIETNAM | JAPAN | HONG KONG | INDONESIA | SINGAPORE | CAMBODIA | MALAYSIA | LAOS



 = Destination Asia operational office

ABOUT THAILAND

Fondly nicknamed the “Land of Smiles,” Thailand is one of Southeast Asia’s ultimate travel destination, effortlessly blending timeless tradition with modern allure. Despite welcoming millions of visitors each year, the kingdom retains its deep cultural roots, seamlessly weaving Western influences into its rich heritage. Strategically positioned at the heart of the region, bordered by Myanmar, Laos, Cambodia, and Malaysia, Thailand offers an incredible variety of experiences. Wander through centuries-old temples, indulge in world-class shopping, sink your toes into the soft sands of tropical islands, or venture into the misty northern mountains for an unforgettable trek. No matter your travel style, Thailand has something extraordinary waiting for everyone.



AIRPORTS

All clients arriving into Thailand will firstly precede through Thai immigration procedures, after baggage reclaim and clearing customs exit into the arrivals hall / forecourt where you will be met and greeted by a Destination Asia Representative holding a welcome placard with your name clearly written. If you are on an internal domestic flight within the country you are not required to pass through immigration – this is on your first arrival into Thailand ONLY. Upon meeting the assigned representative you will be escorted to your awaiting transport to transfer you to your chosen hotel. Prior to departing the airport terminals please ensure that you have all your personal belongings.

ARRIVAL/DEPARTURE INFORMATION

All visitors to Thailand must carry a valid passport with a validity of 6 months or more and proof of onward passage (a return or through ticket). Visa applications are not required if staying less than 30 days and the traveler is a national of one of 41 designated countries including Australia, most European Economic Community countries, Canada, Ireland, New Zealand, and the United States. To check the latest information from the Ministry of Foreign Affairs access:

<http://www.mfa.go.th/main/en/home>.

Thailand Digital Arrival Card (TDAC)

Starting from 01 May 2025 onwards, all foreign passport holders, including tourists, business travellers, and long-term residents, must complete the **Thailand Digital Arrival Card (TDAC)** and submit their arrival information online prior to entering Thailand, whether arriving by air, land, or sea. The TDAC form must be completed up to three days before the scheduled arrival in Thailand. The online form requires details such as passport information, personal and travel details, accommodation in Thailand, and a basic health declaration. Long-term or permanent foreign residents should select “Thailand” under “Country of Residence.” Exceptions apply for those transiting or transferring through Thailand without passing through immigration control or those entering with a Border Pass. If you are unable to submit the TDAC before arrival, designated help points will be available at immigration checkpoints to assist, but we strongly recommend completing the form in advance to avoid delays. To complete the TDAC form and for more details, travellers should visit:

<https://tdac.immigration.go.th>

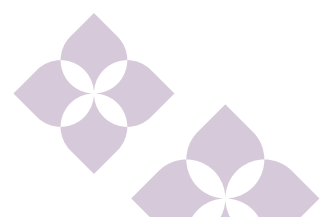
NOTE: All the above information may change without prior notice. It remains the traveler’s responsibility to check visa requirements before travelling.

BUSINESS HOURS

Businesses are generally open 09:00 am to 17:00 pm, government offices are open Monday to Friday 08:30 am to 16:30 pm, with a lunch break between noon and 13:00 Shops in large department stores and large shopping malls often open from 10:00 am until 22:00 pm, seven days a week.

BANKS

Banks are open Monday to Friday, generally from 09:00 am to 15:30 pm and these give the best exchange rates. Some banks in the business areas or in department stores extend their business hours until 18:00 pm. The banks in the airport arrival areas offer the same exchange rates as the banks in the city center. All the international airports in Thailand have an abundance of ATMs that accept foreign cards. ATMs are also available in shopping malls, convenience stores, hotels and banks. A maximum withdrawal of 20,000 baht per transaction usually applies. Credit cards are widely accepted nationwide. Mobile payments apps and QR payments also are becoming increasingly popular for smaller purchases and slowly replacing cash.



CLOTHING

Comfortable lightweight fabric such as cotton is the most suitable clothing for traveling in tropical Thailand. The dress code is fairly casual but it is advisable to cover arms and legs in the evenings to protect against mosquito bites when outside. A lightweight raincoat is a good idea if visiting during the rainy season as the deluge can be very heavy. During the winter months (November to February), warm clothing is needed when visiting northern Thailand as the temperature drops considerably in the higher elevation areas. Visitors should not wear shorts, short skirts or similar clothing when visiting religious sites. It is customary to remove shoes when entering a temple. Beach wear, shorts and cotton vests are deemed unsuitable in Bangkok's shopping malls, restaurants and hotels.

CURRENCY

The Thai currency is the baht and this is divided into 100 satang (tiny copper coins that represent 25 and 50 satang). Silver coins are one baht, two baht, and five baht. The larger 10 baht coin is silver with a copper inset. Bank notes come in denominations of 20 baht (green), 50 baht (blue), 100 baht (red), 500 baht (purple), and 1,000 baht (brownish color on a white background). Foreign currency is rarely used for everyday transactions, but hotels and large department stores will usually accept them with a designated house rate.

CUSTOM ALLOWANCES

The following goods may be imported into Thailand without incurring any customs duty:

- One litre of spirits;
- 200 cigarettes (or 250 grams of cigars, or tobacco);

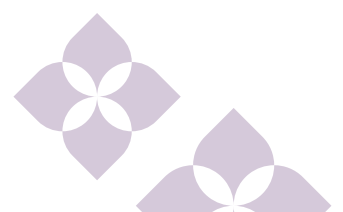
There is no official limit on perfume. Customs no longer deem personal computers or cameras as restricted items as long as they are taken out of the country on departure.

ETIQUETTE (DOS AND DON'TS)

Thai people are very friendly and generally forgiving to tourists who may not be aware about cultural/social norms. The following gives a guideline of acceptable and unacceptable behavior.

DOS IN THAILAND

- The wai is the traditional gesture of greeting and thanking. It is done by joining hands in front of the chest and bending the head. Foreigners are not expected to wai, but someone who reciprocates the wai will be considered favorably.
- A sense of humor and a sense of fun are two of the most important things to pack when visiting Thailand. Thai people will try and inject a sense of enjoyment into their daily life, whether at work or at play, and as a visitor if you do likewise, you will fit in very well.
- Don't be offended by questions about age, salary or marital status. Foreigners will often be asked these questions, as they are common questions Thais often ask each other without a second thought. If you prefer to keep information personal, you don't have to answer, just smile and just say: "it's a secret" or mai bok ("not telling").
- Be patient when you don't get the service or order you expected. Remember that English is not the first language in Thailand.
- Always respect elders.
- Do exercise tolerance, especially when it comes to ordering food, paying a bill, or waiting for change.



DON'TS IN THAILAND

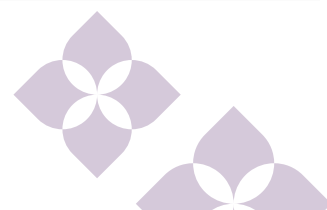
- Do not give money, food or gifts to begging children, you encourage them to continue begging, which prevents them from going to school and locks them into a cycle of poverty. Helping children directly can cause problems because you don't know the local culture and laws. For instance, never take a child back to your hotel room – it's dangerous for both you and the child. When you see a child in need, the best thing to do is to contact local professionals.
- Never purchase ivory or products made from animal bone, hide or hair. You do not know their origin and its purchase simply fuels the illegal trade in wildlife and encourages poachers to continue to hunt these animals.
- Thai people have a true and deep feeling of love and respect for their king. For this reason, never tear a banknote or step on a rolling coin as Thai money features pictures of members of the monarchy. Always stand when the national anthem is played in the morning and early evening on the sky train platform, in public parks, on the streets of provincial towns, and at the start of movies in theaters.
- Do not touch a Thai person's head. Thais are predominantly Buddhist and the head is regarded as the most sacred part of the body.
- The feet are regarded as the dirtiest part of the body so you should never put your feet near someone's head. Also, never use your foot to point at anything and most importantly never show the soles of your feet to an image of the Lord Buddha.
- When entering a religious site, dress respectfully (no bare shoulders, exposed legs back less shoes) and take off shoes before entering a temple.
- Ladies should never touch or sit next to a Buddhist monk.
- Thais have a philosophy of keeping their cool and not losing their temper. To raise one's voice and lose one's temper is considered bad form and confrontation is to be avoided. Even if you experience some form of minor trouble, it is better to smile and not worry about it.
- Do not accept offers from strangers or from taxi drivers to go shopping. They will get commission from the shops they take you to and often you will end up paying over the odds for the goods you buy.
- Do not sunbathe nude and females should wear suitable swimwear, including a covered top. This is particularly important on some of the southern islands and beaches where local Muslim populations are more prevalent. The fact that it's highly unlikely that any Thai person will actually reprimand a foreign woman for sunbathing topless doesn't make it right.
- Do not smoke indoors in designated establishments as it is illegal. Do not throw cigarettes butts away in the street – you could face a fine of up to 2,000 baht.
- Do not accept any introduction to participate in any form of gambling. Gambling is against the law in Thailand and penalties are severe.
- Irrespective of what advice you are given – do not overstay your visa. Overstaying is a breach of Thai law and can result in unpleasant consequences such as heavy fines or even imprisonment.

ELECTRICITY

Thailand uses 220V with the majority of sockets having two pins. It is therefore advisable to bring a universal plug adaptor.

ENTERTAINMENT AND NIGHTLIFE

Thailand is the one of the most exciting places on earth for entertainment and nightlife. From the sophisticated nightclubs and pubs of Bangkok; to the laid back charm of beach bars in the island resorts – Thailand has something for everyone. Nearly every country on earth is represented with American sports-themed bars, Australian steak houses, British pubs, German beer houses, and Japanese karaoke bars. Movie theatres are first class and situated in nearly every shopping mall. Live music is also available in many establishments, so opportunities for fun-filled nights are in abundance.



FOOD

Thai food is recognized as one of the world's great cuisines and it brings together elements of several South East Asian traditions. Emphasis is placed on lightly prepared dishes that offer strong aromatic elements. Although it has a reputation for being spicy, harmony is the guiding principle behind Thai cuisine. The essential characteristic is a balance of four fundamental taste senses in the overall meal, or single dish of: sour; sweet; salty and bitter; and spicy. In a typical Thai meal, several dishes are shared and a plate of rice is given to each diner. Please check out restaurants bookings apps CHOPE, EATIGO and OPENTABLE to secure a seat as well as possible discount deals at Thailand's most in demand dining venues and outlets, chef tables or Michelin listed and starred restaurants.

HEALTH

No inoculations or vaccinations are required unless traveling from, or passing through, areas infected with yellow fever. Yellow fever certificates are required for those coming from African and South American countries. Malaria is present and it is advisable to take precautions especially if traveling off the beaten track. The standard of medical facilities at private hospitals is world class and Thailand has a growing medical tourism industry.

HOTEL INFORMATION

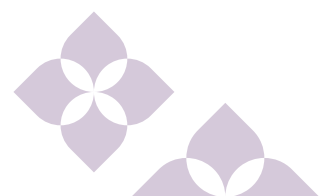
The standards of accommodation are excellent with categories to fit all budgets. Bangkok and the large beach resort destinations have an abundance of luxury properties. The larger hotels offer a wide variety of restaurants, bars, swimming pools and other recreational facilities. Most of the staff at key positions (front office, reception, restaurants etc.,) speak excellent English but please be patient and show patience if you do not get what you want right away. During check-in you will be asked to complete a registration card. The hotel will also ask for an imprint of your credit card as a guarantee for extra services such as meals, drinks, etc. Ask the cashier to return this slip upon checkout. Please check that you receive meal coupons (where applicable) when given the room key. General check-in is from 14:00 pm and check out time is 12:00 noon. If you require a late check-out (extra costs may apply) check with reception beforehand

INSURANCE

It is advisable to take out a medical insurance policy before traveling as treatment will not be administered without proof of payment, or evidence of a comprehensive travel insurance policy. Do be careful if you hire a car or a motorbike and make sure the rental is covered by the appropriate motor insurance. Be wary of renting jet-skis as scams for non-existent damage are prevalent and it is very unlikely insurance policies will cover this activity.

LANGUAGE

The main spoken language in Thailand is Thai. This is a complicated tonal language with a unique alphabet. Beside the numerous hill tribe dialects, other languages spoken include Lao, Khmer, and Chinese. Most Thai people in the major tourist destinations speak English and tourists should never have problems with basic communication.



PEOPLE

One of the first things you will notice when you visit Thailand is the Thai people's inherent sense of friendliness and good humor. Sanuk is the Thai word for fun, and in Thailand anything worth doing, even work, should have some element of sanuk. This doesn't mean Thai people don't want to work or strive. It is just that they live more in the moment, and do their best to enjoy it. The famous Thai smile stems partly from this desire to practice the concept of Sanuk. The population of Thailand was 71 million (according to the World Bank in 2021) of which an estimated 10 million were resident in Bangkok.

PROTECTING CHILDREN

Destination Asia does not offer visits to orphanages and we advise travellers to not visit them if approached by children asking them to do so. Orphanage tourism is often conducted by unscrupulous business operators and does more harm rather than protecting children's rights and education standards. We believe the best way for tourists and travelers to support vulnerable children and their families is to support vocational training and community based initiatives, rather than visiting an orphanage directly. At the heart of our belief is prioritizing the protection of children and keeping families together. Sexual exploitation of children is a devastating reality. It can happen in hotels, bars and restaurants for example. You may even be approached and offered sex with children. When you see such a situation, don't put yourself at risk. Call a child protection hotline, contact a local organization or the police, so immediate action can be taken to protect the child and investigate the situation.

Thailand: Call 1387, (+66) 086 971 8861 (Bangkok)

Childline Thailand: www.childlinethailand.org

For more information on how to protect children visit: <https://thinkchildsafe.org/>

PUBLIC HOLIDAYS

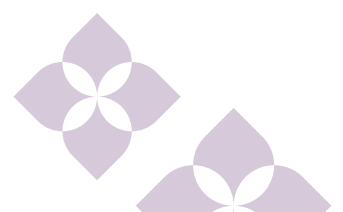
Closure of tourist sites can occur at short notice on public holidays and our Destination Asia guides will give guests advice about this situation.

PUBLIC TRANSPORTATION

The three-wheeled Tuk-Tuks can be taken for short journeys, while metered taxis offer a very cheap air-conditioned ride. In Bangkok public transportation includes river boats, the elevated BTS Sky train network and the underground subway which are both easy to use, reasonably priced and link most of the major tourist areas. In provincial areas, there are alternative modes of public transport available - local taxis may not be metered so it is essential to agree the fare beforehand. We suggest downloading the super-app GRAB on your smart phone prior to arrival. Grab allows you to book taxi services both in advance or instantly at a fare that is shown upfront and can be charged direct to your credit card.

RELIGION

Theravada Buddhism is practiced by about 95% of the population and every Thai male is expected to become a monk for a short period in his life. There is also a large Muslim minority in Thailand's four southernmost provinces.



SAFETY

Never leave your belongings unattended and always maintain a firm grip on cameras and shoulder bags as motorcyclist snatch groups can be a problem. Be wary of taxi drivers waiting outside of hotels who may refuse to use the meter as required by law. Avoid offers to buy gems at widely discounted prices and other touts who approach you in the street. Always agree fares with tuk-tuk drivers beforehand to avoid confrontation when you arrive at the destination.

SHOPPING

Thailand is a shopper's paradise, with huge, glitzy shopping malls, department stores, and an abundance of street markets. The capital Bangkok and the northern city of Chiang Mai have excellent night markets. Good souvenirs include Thai silk, pottery with celadon pottery, painted umbrellas, lacquer ware, pewter ware, bamboo and wood handicrafts and bronze ware. Tailor-made clothes are also good value and can be made in a matter of days. Value Added Tax can be refunded on goods bought in shops labeled "VAT Refund for Tourists", when there is a minimum transaction of 2,000 baht including VAT. The shopper must fill in a refund application form and provide their passport number in the store. Cash refunds can be collected in international airport terminal departure halls.

STREET STALLS

Stalls on the streets can be found in all the main tourist destinations selling everything from food, jewelry, T-shirts, watches and DVDs. The largest concentration of street stalls in Bangkok is at Patpong Night Market which is packed with tourists from about 19:00 until late. Bartering is not only expected, it is a way of life! This ensures that you get the best deals and should be utilized whenever you buy anything on the street or from a market stall. Start at a third of the asking price and work your way up. The weekend market at Chatuchuk in northern Bangkok is one of the largest markets in the world, with hundreds of stalls stocking items ranging from antiques to clothes, and furniture. Shipping agents are on hand so purchases can be sent back to the purchaser's home country. The expansive riverside Asiatique also has an abundance of stalls and more upmarket glitzy shops.

TELEPHONE AND WIFI

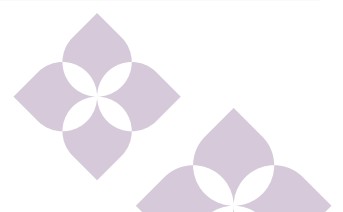
Hotels offer international calls but be warned that these calls are expensive in Thailand. The best way to stay in touch is to buy a local SIM Card for your mobile phone at a convenience store and use this instead of expensive roaming rates inclusive of a mobile data package and use this instead of expensive roaming rates. WIFI and internet are widely available everywhere. They are often free of charge, but they may require a log-in or a password to access.

TIME ZONE

Thailand is GMT + 7 and does not operate a daylight-saving system.

TIPPING

Tipping for good service is not expected but is always appreciated in Thailand. It is customary, though not compulsory, to tip tour guides and drivers at the end of a tour. Hotel and station porters should also be tipped a small amount for carrying bags to rooms. In other cases, it is totally up to the individual when and how much to tip. Hotels and higher-end restaurants include a service charge and government tax on the bill.



DESTINATION ASIA THAILAND OFFICES

Bangkok Office

2034/93-96 Italthai Tower, 21st Floor, New
Petchburi Road, Huaykwang, Bangkok 10310,
Thailand

Tel: +66 2 127 5888

Fax: + 66 2 127 5889

Phuket Office

Phuket Boat Lagoon
Unit: 20/90 – 20/91 (Park Plaza B)
22/1 Moo 2, Thepkasattri Rd.,
Koh Kaew, Muang,
Phuket 83000, Thailand
Tel: +66 76 681 090
Fax: +66 76 684 270

Chiang Mai Office

C/O 78 Charoensuk Road,
Tambon Chang Phuak, Amphoe Muang, Chiang
Mai 50300, Thailand
Tel: +66 84 616 1078
Fax: +66 53 406 327

Koh Samui Office

C/O 46/17, 19 Moo 3, Chaweng Beach,
T. Bophut, Koh Samui,
Suratthani 84320, Thailand
Tel: +66 77 422 635
or +66 77 422 738
Fax: or +66 77 422 634

E-mail: thailand@destination-asia.com

EMERGENCY CONTACT NUMBERS

Police dial 191; Tourist Police dial; 1155; Fire service dial 199; Ambulance service dial 1554;
Suvarnabhumi International Airport: 02 132-1888.

DISCLAIMER

This information was valid at the time of publication and it is subject to change at any time. We cannot be held responsible for any external links. You acknowledge, by your use of this site, that your use it at your own risk and that Destination Asia shall not be liable for any damages of any kind related to your use of this site, or the information contained within. We reserve the right to correct any errors, inaccuracies or omissions and to change or update information at any time without prior notice.

