

amazing  
**THAILAND**



The Ultimate  
**Luxury Destination**

**There is luxury travel and then there is ultra-luxury travel,  
Thailand is unsurpassed by few other destinations in  
the world when it comes to ultra-luxury travel experiences.**



## Super luxury at all turns

Thailand always impresses and perhaps even astonishes travellers from around the world who are seeking an ultra-luxury travel experience. Spectacular 6-star hotels, stunning resorts and majestic villa accommodations in breathtaking locations wows guests, Michelin-starred restaurants amaze discerning diners with superb cuisine that ranges from the authentically traditional to the scintillatingly innovative, and glittering high-end shopping malls house the world's top brands and luxury products.



# Ultra luxurious accommodation



Kamalaya, Koh Samui

Thailand's luxury accommodation scene is second-to-none. International brand 6-star hotels pamper their guests with every wish catered to, exclusive resorts are ultra-luxurious in every aspect, and the impeccable service on offer to the most discerning of guests is - for want of a better word - perfection. Complementing the finest in luxury accommodation is the choice of fantastic locations around Thailand in which this can be enjoyed, from postcard picture - perfect beaches to dramatic, wild landscapes to mist-shrouded hills and valleys.



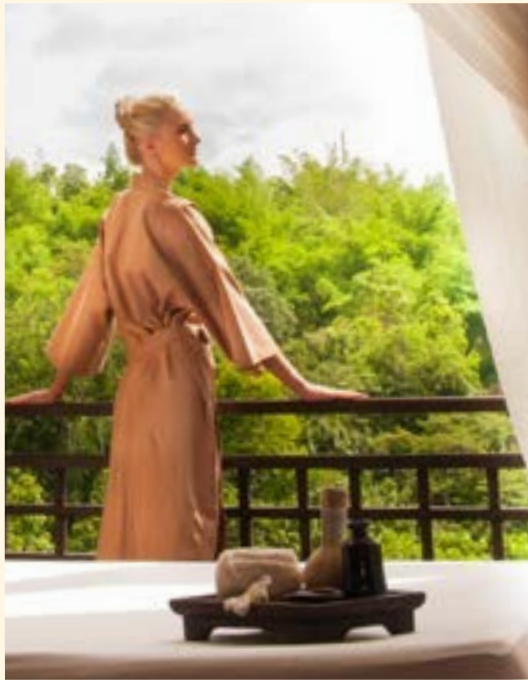


Anantara Golden Triangle Elephant Camp & Resort

## Chiang Rai and Chiang Mai

Nestled away in picturesque locations in Chiang Rai and Chiang Mai are luxury resorts where you can appreciate the beautiful natural surroundings to the fullest. Whether this be taking in the mountain views from your private balcony, soaking up the afternoon sun in an infinity pool, enjoying cocktails in lovingly landscaped gardens, or spotting gibbons and other wildlife from your spacious suite.





In Chiang Rai, Four Seasons Tented Camp Golden Triangle offers all-inclusive luxury accommodation and meaningful travel activities including outdoor spa treatments amid the bamboo forest, interacting with rescued elephants, exploring mountain trails, and enjoying a private barbecue dinner under the stars. At Anantara Golden Triangle Elephant Camp & Resort, you can watch elephants grazing from the comfort of your suite or from an air-conditioned and transparent Jungle Bubble.



Anantara Golden Triangle Elephant Camp & Resort





137 Pillars House

In Chiang Mai, Four Seasons Resort Chiang Mai allows guests to bask in a gorgeous setting of tropical gardens and rice paddies, and traditional Lanna-style architecture. Meanwhile, the award-winning 137 Pillars House Chiang Mai boasts a rich colonial past, having been built around an original colonial teak homestead from the late 1800s, and Anantara Chiang Mai Resort offers a perfect blend of riverside serenity and local attractions and activities, also boasts a heritage house that once served as the British consulate.





World Heritage Site  
ASEAN Heritage Park



Haewnarok waterfall, Nakhon Ratchasima

## Pak Chong and Khao Yai

Luxury accommodation can also be enjoyed in the Pak Chong and Khao Yai areas of Nakhon Ratchasima. Pak Chong is the main entrance to Khao Yai National Park, a World Heritage Site and an ASEAN Heritage Park and home to over 350 rare and endangered species.





Chateau de Khaoyai

Inspired by central European aesthetics, in particular the sophistication and grandeur of French architecture, the majestic Chateau de Khaoyai rises like a grand beacon from the tropical Pak Chong landscape. Guests staying here can truly feel like European royalty, in the opulence of the European-inspired chateau, lakeside villa, mountain villa and other accommodation options.

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Dotted amid the Khao Yai countryside are exquisite luxury villas, that make for wonderful stays characterised by privacy, comfort, and picturesque surroundings. These range from Te Mata which offers an array of glamping villas and Kirimaya's forest pool villa Muthi Maya with a private pool and jacuzzi, to Roukh Kiri which has two types of barn-inspired hilltop villas, Sala Khao Yai where the private villas come with a private pool, and Gliding Villa where its architecturally-stunning villas are around 450 square metres in size.



Te Mata Lakeside





Anantara Layan Phuket Resort

## Phuket, Phang-nga and Krabi

Phuket, Phang-nga, and Krabi are home to some of the most amazing luxury accommodation options - ranging from private villas to super luxurious hotels and resorts. These are found snuggled alongside stunning beaches, on hillsides overlooking the sea, and in secluded locations that offer wonderful privacy.





Swimming Pool, A Ritz Carton Reserve



Freedom Beach, Phuket

Sits on a hill overlooking a private stretch of Phuket's west coast, Amanpuri features sublime villas with private swimming pools and terraces, while its Holistic Wellness Centre offers personalised wellness programmes. Also enjoying a spectacular location is Rayavadee resort, a short walk from Railay and Phra Nang Beaches in Krabi, offering two-storey pavilions and luxurious villas with a dedicated butler service.





The Grotto, Krabi

Half way between Phuket Half way between Phuket and Krabi, Six Senses Yao Noi sits amid the limestone pinnacles of Phang-nga Bay, offering private pool villas attended by a Guest Experience Maker (GEM) trained to anticipate guests' every whim. In Khao Lak, Phang-nga, luxury beach resorts include The Sarojin, which features luxury guest residences set in lush tropical gardens, and Casa de La Flora with contemporary slate-grey cube villas with large glass facades.



Banyantree, Krabi





Lebua Hotels, Bangkok

## Bangkok

The Thai capital is known for its choice of world-class luxury hotels, which have serviced among them not only the most discerning of guests from around the world, but also visiting royalties and heads of state.





The Peninsula Bangkok

Among these is the legendary Mandarin Oriental, Bangkok which sits on the banks of the Chao Phraya River and is consistently praised as one of the world's best hotels. The Peninsula Bangkok is another prestigious address, where the rooms and suites all command magnificent Chao Phraya River views. Describing itself as an urban oasis in the heart of the city, Siam Kempinski Hotel Bangkok offers

superb accommodation that provide European luxury with Thai touches. For accommodation that speaks of regality, Chakrabongse Villas & Residences, built on the banks of the Chao Phraya River as a retreat from palace life by Prince Chakrabongse in 1908, offers luxury accommodation reminiscent of a bygone era.

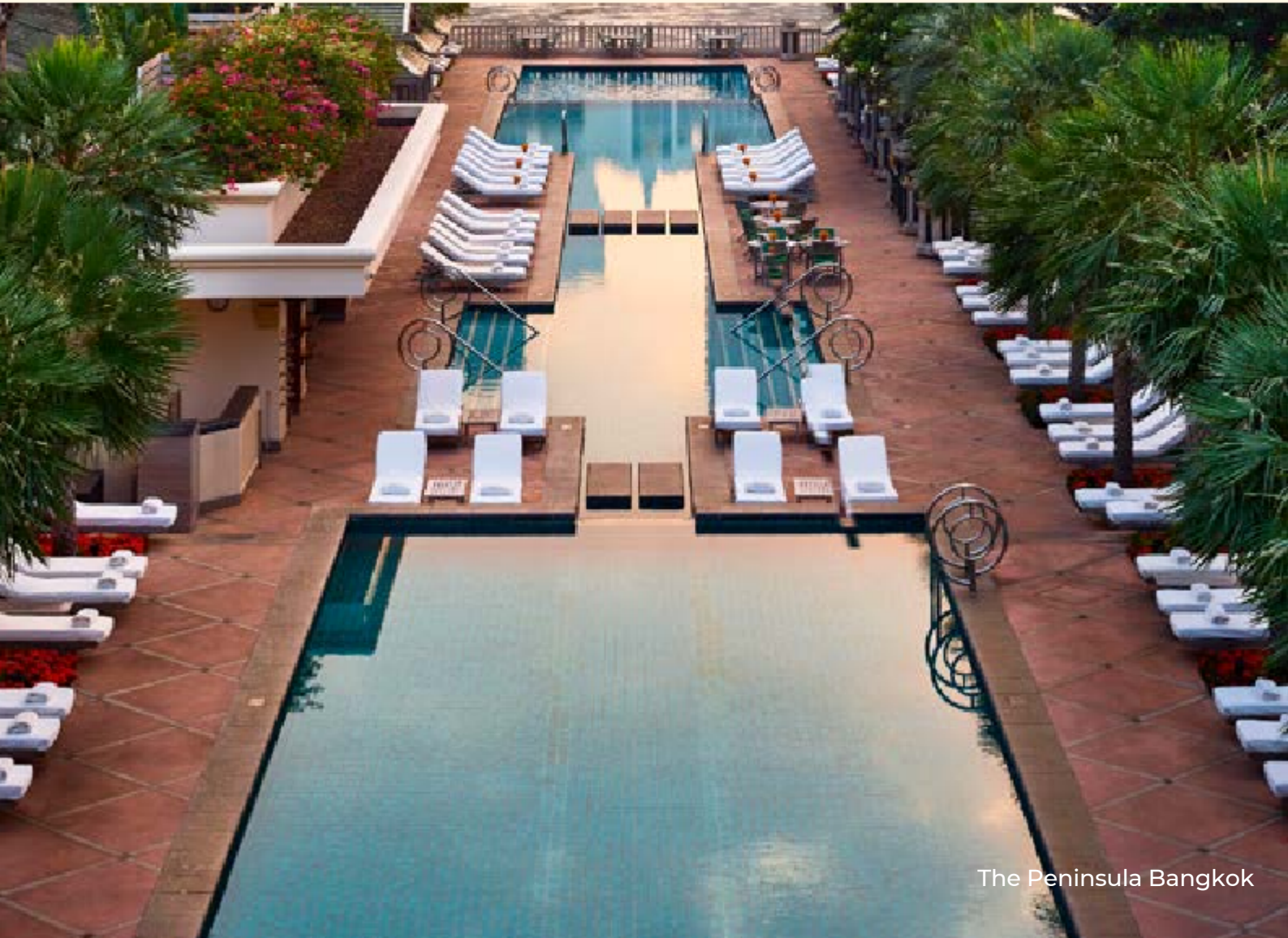




Ultra luxurious accommodation



The Peninsula Bangkok



The Peninsula Bangkok

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# Luxury dining perfection



Crest Resort and Pool Villas

The possibilities for ultra-luxury dining in Thailand must be seen to be believed. From exclusive chef's table affairs to Michelin-starred restaurants, and sky-high rooftop restaurants with the most amazing of views, Thailand excels in the exquisite cuisine served and the impeccable service delivered.







The  
MICHELIN  
Guide  
Thailand 2023

## The MICHELIN experience

Testimony to the world-class cuisine and dining scene to be experienced in Thailand, is The MICHELIN Guide Thailand which is now in its sixth edition.

The MICHELIN Guide

Thailand 2023 covers Bangkok, Chiang Mai, Phra Nakhon Si Ayutthaya, Phuket & Phang-nga, and the four Isan (Northeast) provinces of Nakhon Ratchasima, Khon Kaen, Ubon Ratchathani, and Udon Thani.

There are 6 restaurants with

2 MICHELIN Star - all of them in Bangkok, 29 restaurants with 1 MICHELIN Star - 28 of them in Bangkok, and 189 Bib Gourmand venues, along with the 217 other recommended eateries.





In Bangkok, must-try 2 MICHELIN- starred restaurants include R-Haan for its authentic Thai cuisine of both local and royal dishes, Chef's Table at lebua serving classic French dishes, and Sühning for modern German tasting cuisine inspired by family recipes, and recommended 1 MICHELIN-starred restaurants include Baan Tapa which brings the farm-to-table dea to a contemporary

Thai tasting menu, Gaa for nouveau Indian dishes based on street food, and IGNIV for its modern European cuisine. If your travels take you to Phuket, then the 1 MICHELIN-starred PRU restaurant at Trisara resort that has its own organic farm and sources its ingredients locally, and has been awarded the Michelin

Green Star for its eco-friendly and sustainable operation for three consecutive years. Considering the exemplary dining experiences on offer at MICHELIN Star restaurants, and that there is typically a strong demand among discerning diners for exactly this, it's always a good idea to make advance bookings to make sure you get to dine in exquisite fashion as you desire.





## Endless fine-dining possibilities

Thailand is in fact a destination full of luxury dining experiences.





Rooftop Bar, Bangkok

The Chef's Table at the famous lebua in Bangkok wows guests with its treatment of gastronomy as art, where the dinner theatre allows you to watch the chef prepare your cuisine in the open kitchen. Also at lebua, you can savour a luxury dinner at the sky-high rooftop drinking and dining area The Dome, and - what isn't so well known - you can rent out an area at the very top, for half-a-million Baht. Still at lebua, there's the amazing Sirocco rooftop restaurant, synonymous for fine dining, exquisite wines, and breathtaking views across Bangkok.

High society afternoon tea is something that can be experienced in fantastic fashion, at a number of Thailand's most prestigious hotels. At the Mandarin Oriental, Bangkok, The Authors' Lounge serves a traditional afternoon tea of old-world charm with delicate finger sandwiches, pastries, freshly-baked scones and home-made jams.

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# The ultimate experiences in luxury



Shopping, transferring and sightseeing transportation, health and wellness and spa resorts, and much more. In Thailand you can experience all elements of your holiday in stylish, luxurious fashion. You'll find glittering department stores full of leading brands, fleets of chauffeur-driven limousines and even helicopters waiting to whisk you where you want to go, and in everything you do, personalised service tailored to perfection.

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## The ultimate in luxury shopping

For those who seek it, shopping in Thailand is an ultimate experience in luxury. Spectacular shopping malls like **ICONSIAM**, **Central Embassy**, **Gaysorn Village**, **Siam Paragon**, and **EmQuartier** house the world's most desired luxury brands, and there are services provided that are expected by luxury shoppers, like hotel delivery and valet parking.



Siam Paragon





Perhaps more than any, EmQuartier and ICONSIAM are expansive shopping destinations within themselves. At the EmQuartier you can walk along the sloping Helix Dining area, visit the sky bars for an evening cocktail and relax in the Helix Garden. Set alongside the Chao Phraya River, ICONSIAM aims to showcase the importance of this mighty waterway and stages international and local events, fine-cuisine dining and even sightseeing by the water.

If you prefer to shop from the comfort of your hotel room or suite, ICONSIAM offers an online luxury shopping service whereby you can purchase items and have them delivered to your door. Major luxury hotels and resorts as well as shopping malls also offer personal shopper and stylist services, catered to satisfy your every need.

With Thailand being known for its tailors, you can also get a suit tailored to perfection in your room or suite, whether you're in Bangkok, Phuket, Chiang Mai or elsewhere.

Make your way to Siam Paragon and you'll find yourself at one of the largest malls in Thailand, stocked with specialty and luxury stores like **Cartier, Patek, Chanel and Philippe**.

At Central Embassy you'll find **Prada, Gucci, Versace, Hermes** and other expensive brands.

Gaysorn Village is the place to head to if you want an exclusive shopping experience, where the décor is marble, the ultra-expensive international labels include **Ermenegildo Zegna, Emilio Pucci, Louis Vuitton and Hugo Boss**, and the valet parking attendants undergo a proper BMW 7 Series Training programme.



## The ultimate in Luxury transportation

Luxury transportation options abound in Thailand, whether it's transferring in style from the airport to your hotel, or exploring the beautiful islands of the South, or cruising through Bangkok on an evening dinner cruise.



Manohra cruise



The Peninsula Bangkok

## Luxury airport transfer

A helicopter transfer from the airport to your hotel is a particularly prestigious - not to mention exciting and memorable - way to arrive in Thailand.

You'll feel like a presidential candidate, a rock star or an A-list Hollywood celebrity.

How appropriate then The Peninsula Bangkok, one of the city's most prestigious hotels, offers a helicopter transfer service whereby guests are met at Suvarnabhumi Airport and flown to the hotel's private helipad.





An airport transfer by VIP limousine is another wonderful option for travelling in style to your hotel. A number of private companies like Oriental Escape offer such a service, with a choice of vehicle models and with a representative meeting you inside the airport terminal to escort you to your waiting transfer.

If you're staying at any of the city's luxury hotels, these will typically offer airport transfers so you can travel in true style. The Peninsula Bangkok, for example, has

chauffeur services using its fleet of Rolls Royce and BMW 7-Series sedans, no less. The cars with their chauffeur are also usually available for hourly or daily rental, a delightful way to sightsee around town and even travel out of town and back.

## Sightseeing in luxury style

When it comes to sightseeing and exploring Thailand in luxury fashion, there are plenty of choices.



**In Phuket**, you can indulge in bonafide yachting experiences that are normally associated with the likes of Monaco, St. Tropez, Cannes and the Caribbean. Private yacht charter offers a one-of-a-kind opportunity to choose from catamarans, yachts or classic sailing schooners for day charters exploring remote islands, limestone caves and secluded secret coves with white sandy beaches. If your itinerary takes you to Ko Samui or Pattaya, there private yachts or catamarans are available for daily or overnight cruises and charters complete with crew, giving you the freedom to set your own itinerary.

**On the Andaman Coast**, you can take to the skies on a breathtaking sightseeing flight over some of the most stunning marine landscapes you'll see anywhere. Phang-nga Bay is beautiful from the water and just as beautiful from above by helicopter.

**Back in Bangkok**, the Chao Phraya River is the perfect setting for sunset cocktails and dinner cruises, that will glide you past world-famous attractions like the Grand Palace and Wat Arun or the Temple of Dawn.

**In Chiang Mai and Chiang Rai**, you can soar high above the countryside on a truly memorable hot-air balloon ride, complete with a champagne breakfast if you wish.



# The ultimate in luxury health and wellness



In Thailand, you can be treated like royalty at the most luxurious of spas, and health and wellness resorts, nestled amid fertile countryside valleys and alongside beautiful beaches.

Here you can indulge to your heart's desire with the ultimate in pampering and wellness treatments that combine ancient and modern wellbeing knowledge.



In the royal beach resort of Hua Hin, at Chiva-Som - consistently rated as one of the best destination spas in the world - you can relax with a choice of luxurious spa treatments and wellness rituals, designed to leave you feeling blissful and contented. In Kanchanaburi, you can take a longtail boat ride to discover the Rock Valley Hot Spring, where there are multiple hot springs that offer relaxation and rejuvenation in a tropical jungle setting.



Rarinjinda Wellness Spa & Resort



Chivitr Wellness and Spa

Located within Bangkok's 'Green Lung' is RAKxa, a luxury wellness retreat that delivers bespoke healthcare in relaxing surroundings on the banks of the Chao Phraya River. Here you can relax, tune in and unleash your core,

with the all - encompassing treatments covering all dimensions of the self - physical, emotional, mental, and spiritual. The villa accommodation is designed to encourage further rest and reflection.



# The ultimate luxury destination



Koh Haa, Krabi

Thailand is well known among the most discerning of travellers as an ultimate luxury destination of choice, a reputation well-earned and admired by those who appreciate luxury from all corners of the world.

Ultra-luxury travel experiences abound here, whether it's 6-star hotel or resort accommodation, Michelin-starred cuisine that is sublime to dine upon, private travel by yacht or helicopter... it's all part of what makes Thailand the preferred choice for luxury travel experiences, unsurpassed anywhere else.

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