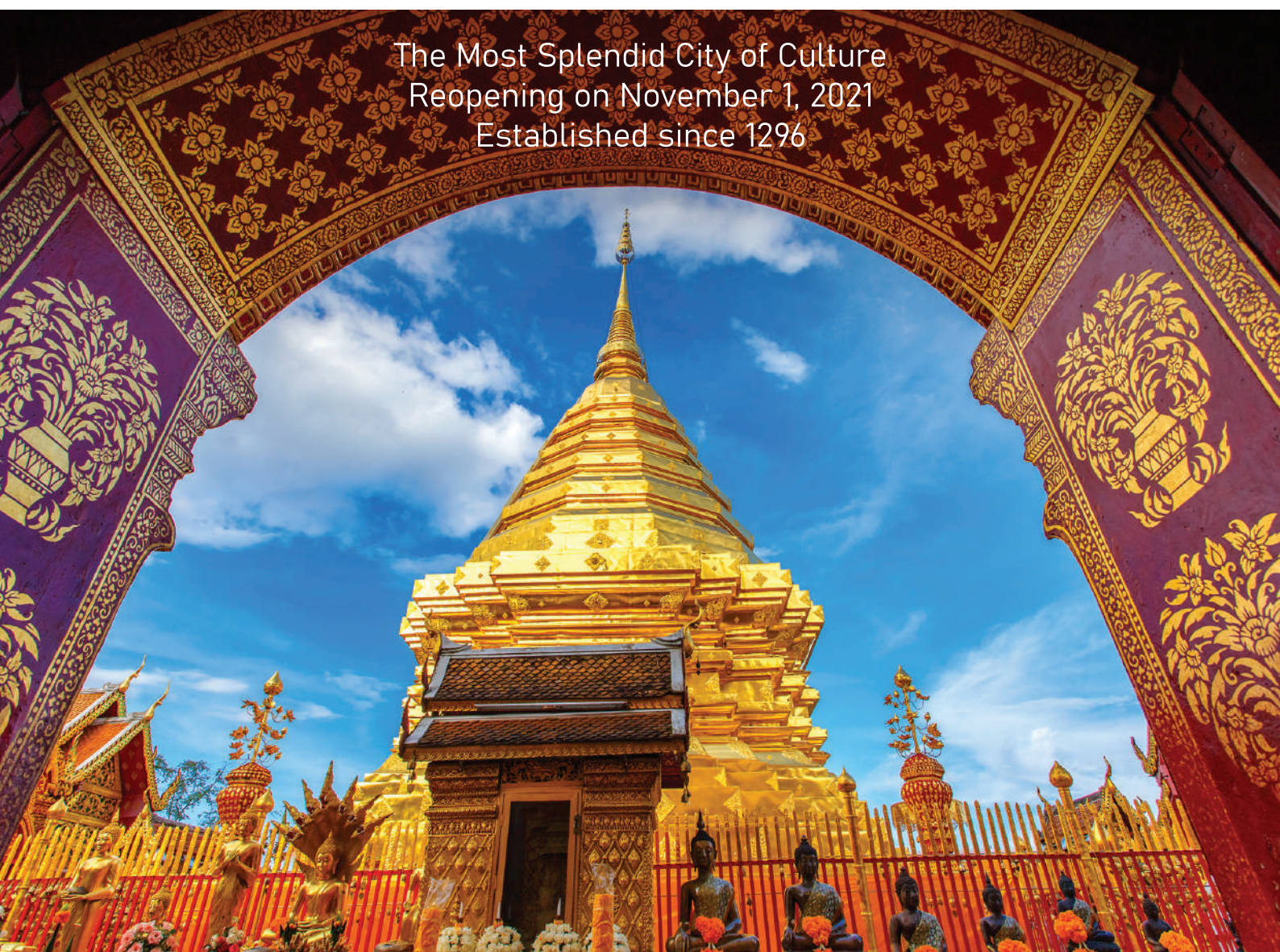


WELCOME TO

CHARMING

# Chiang Mai

The Most Splendid City of Culture  
Reopening on November 1, 2021  
Established since 1296





Chiang Mai, Thailand is enriched by beautiful culture and nature among the collection of international awards and voted especially the creative city of art and folklore by UNESCO.

## OUR DNA OF CHARMING

### C = CULTURE & CRAFT



The Lanna civilization is over 725 years old, forges art and craftsmanship from generation to generation until now. It has been awarded the Creative City of Art & Folklore by UNESCO. And Chiang Mai is rich in beautiful and famous festivals and traditions.

### H = HEALTH & WELLNESS



Plenty of health care with local wisdom, city of herbs and modern conventional medicine treatments combined perfectly from the folk level to the luxury level of hotels, spas and hospitals. Not just physical wellness, Chiang Mai also has holistic spiritual and physical wellness.

### A = ACTIVITY



Experience a wide range of tourism activities that are suitable for all ages and genders either in natural places and man-made.

### R = ROMANCE



Experience the most beautiful natural romantic atmosphere, mountain top, valleys, streams, hot spring, sea of the mist, and winter flowers which mesmerizing, staying in good resorts and the most famous camping in the country.

### M = MEDICAL



Treatment and rehabilitation from dozens of world-class hospitals similar with Bangkok and Phuket.

### I = IDENTITY & INNOVATION



Preserving the Lanna beauty culture for more than 725 years that conveys awareness to the world while perfectly blended with the big smart city.

### N = NATURE



With the reputation of being one of the most beautiful and highly regarded natural destinations in Thailand, where tourists take beautiful pictures and breathe the ozone.

### G = GASTRONOMY



The epicenter of a prolific agricultural town with the meaning of "Millions of Rice Field, the journey of rice & Forest Food Fellowship" and diversity of food genres blending perfectly.

# CITY OF FESTIVAL

## Loy Krathong Festival (Yee Peng Lantern)

Yee Peng is a festival unique to northern Thailand which is celebrated on the full moon of the 12th month of the Thai lunar calendar (usually in November). The “Festival of Lights” was adapted from Brahmin origins and has close ties with the ancient Lanna Kingdom.



## Borsang Umbrella Festival

Bor Sang Umbrella and San Kamphaeng Handicraft Festival is scheduled to take place in mid of January, at Bo Sang village, Tonpao sub-district, San Kamphaeng district, Chiang Mai. The event is held to celebrate and recognise the community that creates Thailand’s most famous umbrellas handmade from Sa, or mulberry bark.



## Chiang Mai Flowers Festival

The Chiang Mai Flower Festival has been running for over 40 years and celebrates the beautiful flowers in bloom during this time. The festival runs over 3 days at the start of February each year and draws thousands of visitors to Chiang Mai.



## Chiang Mai Blooms

Celebrating in the whole months of February in every year with the delightful of creative activities in the theme of Chiang Mai flowers bloom like flowers on the dining table night, music in the flowers farm, blooms exhibition, flowers arranging contest, craft workshop and initiative gimmicks in different years.



## Songkran Festival

The festival of celebrating Thai New Year in the hottest season. Chiang Mai hosts the largest Songkran festival during 12-15 April every year. The highlight is traditional activities and fun of water fighting along the city moats and many districts.



# ENCHANTING WITH NEW AREAS

## MAEWIN & MAEWANG



The ultimate eco-tourism atmosphere in Mae Wang National Park with the form of "Soft & Eco Adventure", such as ethnic community tourism, beautiful rice terraces, white water rafting, elephant raising, waterfalls, trekking, camping and homestay accommodation. Cool weather for the whole year, traveling time from Chiang Mai town is about an hour.

## CHIANG DAO



A beautiful destination with intricate mountain ranges that make it one of Chiang Mai's unique features, and has the second highest mountain peak in the country. UNESCO has officially declared Doi Chiang Dao, Chiang Mai Province as a new world biosphere reserve area on September 16, 2021.

## CHARMING CHIANG MAI PACKAGE COLLECTION ON BLUE ZONE

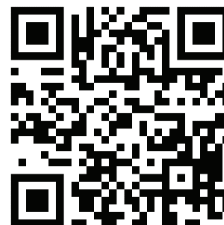
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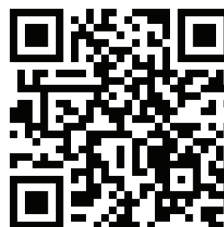
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Travel File Chiang Mai

### CONTACT CHARMING CHIANG MAI (Q&A)



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