



TASTE *of* HAPPINESS

GASTRONOMY JOURNEY :
Bangkok • Chon Buri • Chiang Mai •
Chiang Rai • Krabi • Phuket



A man in a light green shirt and khaki shorts is sitting on a sandy beach, looking out at a turquoise bay. In the background, there are steep, forested limestone cliffs. The sky is blue with white clouds. In the foreground, there is a picnic setup on the sand, including a wicker basket, a blue thermos, a stack of metal containers, and a striped beach bag. A palm frond is visible in the top left corner.

Introduction

TASTE OF HAPPINESS

Now, there's a new dimension in choosing food and beverages with regard to health and the environment. Participating in social responsibility can also be connected with the food and culture of the local area. Furthermore, under the BCG (Bio-Circular-Green) concept, the management of restaurants and street food vendors is in line with the green economy that in turn results in the development of Sustainable Tourism and Responsible Tourism. This is in accordance with the Happy Model, where you can eat well, enjoy delicious food that is clean, beneficial, safe, and cares for the environment through a variety of dining experiences.

As such, we would like to recommend 61 selected BCG-style restaurants along with some fascinating travel routes of 6 provinces: Bangkok, Chon Buri, Chiang Rai, Chiang Mai, Krabi, and Phuket. All of this will not only fulfill your taste of happiness and not only be limited to just the taste of food, but also will enhance your travel experiences that will be full of happiness.

Enjoy an unforgettable dining and travel experience!

3. CHIANG RAI 2. CHIANG MAI

5 Routes

1. BANGKOK -
CHON BURI

5. PHUKET 4. KRABI

GASTRONOMY
JOURNEY
DIRECTORY

Scan Here
60 Best
Restaurants
HAPPY MODEL



An aerial photograph of a dense, green forest. A winding asphalt road cuts through the trees, forming a large, loose 'C' shape. Two small white cars are visible on the road. Overlaid on the image is the text '5 Routes' in a large, white, brush-stroke style script font. Below it, the words 'GASTRONOMY' and 'JOURNEY' are written in a smaller, white, clean sans-serif font, stacked on two lines.

5 Routes

GASTRONOMY
JOURNEY

BANGKOK-CHON BURI

Experience the charm of 2 big cities: Bangkok-Chon Buri. Travel around the heart of the city in a low-carbon style in the old community of Talat Noi. Enjoy tasty Thai chocolate, a healthy alternative, and scrumptious 2 Michelin Stars Thai cuisine. Before hitting the beach, see and taste fresh seafood at Ang Sila Fish Market. Be enthralled in the dinosaur valley, chill at a cafe by the sea, and enjoy the thrill of extreme activities. Visit a community amidst a coconut plantation, savour delicious Thai traditional dishes, and shop for basketry products in Phanat Nikhom District.



BANGKOK CHON BURI

Touch & Taste in the City

3 Days 2 Nights



• Day 01

- Relish world-class awarded Thai chocolate at **PARADAI** Crafted Chocolate & Cafe.
- Pop in to a healthy cafe, **BROCCOLI REVOLUTION**, Charoen Krung branch to enjoy menus of international fare.
- Visit the old town of the **Talat Noi community** by E-Scooter.
- Experience 2 Michelin Stars Thai fine-dining at **R-Haan**.

• Day 02

- Travel to Chon Buri Province.
- Take a break for a beverage at the cafe of happiness, **AYATANA** cafe **Sense of space**.
- Shop, taste, and chill at a renowned source of fresh seafood: **Ang Sila Fish Market**.
- Experience the wonders of unseen Thailand: **Dinosaur Valley**, Nong Nooch Tropical Botanical Garden.
- Dine at **Good Old Sea Beach Café**, an exuberant eatery on Pattaya Beach.

• Day 03

- Learn about the cultural conservation along the coconut road at **Ban Takhian Tia community**.
- Stop by the Traditional Bamboo Handicraft Centre, Phanat Nikhom to see demonstrations, try your hand at making, and buying various crafted designed products.

CHIANG MAI

Travel close to nature by caring for the environment according to the Happy Model with fun-filled activities in an eco-friendly way with a tea plantation tour. Experience a resort in a Lisu hill tribe community that still preserves the traditional tribal culture, participate in a rescue activity, learn how to live with elephants at the Mae Taeng Elephant Camp, and dine on delectable dishes at renowned restaurants using organic ingredients from community agriculture. Stroll through the Jing Jai Farmers' Market, the largest organic market in Thailand, and be ready to experience the Chef's Table in the style of Zero Waste in the heart of Chiang Mai.



Green @ The Northern Heart

CHIANG MAI



4 Days 3 Nights

• Day 01

- Travel to Mae Taeng District, Chiang Mai Province.
- Experience the wonders of a spectacular fairy tale garden amidst the mist of a tropical forest at **Daen Thewada**.
- See the awe-inspiring adornment of applied Lanna architecture at **Wat Ban Den** (Wat Den Sari Si Mueang Kaen).
- Sip award-winning aromatic tea and delight in the finest menus based on tea leaves at **Araksa Tea Garden**.
- Tea Plantation Tour: Learn about the ancient culture of tea roasting and collecting tea leaves in organic tea plantations.
- Stay at **Lisu Lodge**, a Zen-style homestay of community-based tourism surrounded by nature.

• Day 02

- Activities at Rantong Save & Rescue Elephants Centre (Half-day programme includes feeding the elephants, playing in mud, and bathing them.)
- Stay at **Raya Heritage**, a hotel that balances nature, culture, and sustainability with the community.
- Experience a dining delight at **Khu Khao**, then sit, chill, and admire the view at the waterfront bar at **Ban Tha**.

• Day 03

- Roam through the organic market of **Jing Jai Farmers' Market** (Saturday-Sunday), or the organic products market of the **Nana Jungle Market** (Saturday morning), Chiang Mai.
- Stop for lunch at **Ginger Farm Kitchen**.
- Shop, taste, chill, and stroll around the hip Chiang Mai **One Nimman** area.
- Experience a Chef's Table dinner at **Blackitch Artisan Kitchen**.

• Day 04

- Pay homage to the sacred temples of Chiang Mai: **Wat Phra Singh** and **Wat Chedi Luang**.
- Learn about silk at **Cocoon Farm** and delight in organic food at **Cocoon Eatery**.
- Shop for souvenirs at **Ton Payom Market** before returning.

CHIANG RAI

Enjoy the nature and view of the mountains from a paramotor, aromatic tea from an excellent source, treasured luxurious white temples, and Northern fusion cuisine with local ingredients. Plus, low-carbon community tourism activities, sit on an E-tak car, make Sa paper at Ban Pang Ha, and sample the fantastic tasty food.



CHIANG RAI



Exquisite Spots-Delectable Tastes

4 Days 3 Nights

Day 01

- Enjoy art and taste local food of applied Lanna fusion of **Ma Long Der restaurant**.
- Visit the 9-storey pagoda and pay homage to Guan Yin, Goddess of Mercy, at **Wat Huai Pla Kang** of stunning integrated Thai Lanna and Chinese architecture.
- Stop by **ABONZO In Town**, a chic café in the city's heart to sip on fragrant coffee of the farmers of Doi Chang.

Day 02

- See the stunning beauty of **Tham Luang-Khun Nam Nang Non National Park**.
- Admire the nature and mountains, sip on sweet-smelling coffee, and admire the view of the surrounding high mountains at **Ban Pha Hi**.
- Check-in at a cafe or stay overnight at **Doi Pha Mi**, a gorgeous Akha cultural village in the middle of the valley with attractive views.

Day 03

- Visit the **Ban Pang Ha community**, make Sa paper, ride an E-Tak car, and enjoy a local lunch.
- Return to the city.
- See the majestic exquisiteness of **Wat Rong Khun**, one of the most superb religious places in the world.

Day 04

- Experience challenging heights by flying a paramotor and see the view like a **Sky Rider**.
- Savour the traditional flavours of a fusion restaurant with a contemporary twist at **Paam Sai Aua**.
- Perceive the attractiveness of impressive Buddhist art **Wat Rong Suea Ten**, the blue temple.



KRABI

Paradise of the Andaman Sea, experience the Southern culture, way of life, and unseen natural the natural beauty of Khlong Rut, Khlong Nam Sai, diving and snorkelling sites, plus a variety of health and wellness activities that are more chilling than you think. Have fun seeing both the luxury style and learning about the community's way on Ko Klang. Savour fresh seafood from local fisheries that is loved by seafood lovers. Don't miss the signature GI of Krabi town, including local shellfish and Robusta drip coffee – all worth trying! 





KRABI

A foodie's Paradise



4 Days 3 Nights

DAY 01

- Take a Hua Tong boat to visit the mangrove tunnels, ancient caves, and **Khao Khanap Nam**.
- Enjoy a Skylab tour around the island, see the Sangyod rice fields, and delight in the charming villagers' way of life on **Ko Klang**.
- Have fun at a workshop at **Kidthung Cottage**.
- Relish the appetising menus of fresh, local seafood at **Baan Ma Yhing**.
- Check-in at **Pakasai Resort**, an environmentally friendly nature choice with the concept of Zero Waste.

Day 02

- Experience the miraculous clear water by kayaking along **Khlong Rut** and **Khlong Nam Sai** of unseen Krabi town.
- Taste local dishes for lunch at the **Ban Nong Thale community**.
- Perceive the beauty of the island forest at **Thap Khaek Beach**, one of the most beautiful sunset viewpoints.
- Indulge in the beauty of nature with a romantic Thai dinner set at **The Arundina Restaurant** of Tubkaak Krabi Boutique Resort, or choose a bird's-eye view of the Andaman Sea at **Saffron** at Banyan Tree Krabi.

Day 03

- Take a Hua-Thong boat to **Mu Ko Hong**, admire the beauty of the Andaman Forest, and swim to see the colourful corals.
- Enjoy the thrill of rock climbing at **Railay Beach** and view the beauty of the sunset at Phra Nang Cave Beach.
- Dinner in the Limestone Cave Hall at **The Grotto**, one of the world's top unseen restaurants, or indulge in Thai cuisine under the moonlight by Phranang Cave Bay at **Krua Phra Nang** at **Rayavadee Krabi Resort**.

DAY 04

- From the ingredients to the finest tastes of authentic Southern seafood recipes for lunch at **Nong Joke Restaurant**.
- Stop by for fragrant coffee at **23 Roaster Coffee House**, which selects quality coffee beans from Thai farmers.
- Visit **Wat Tham Suea**, go up 1,237 steps, conquer the top of the mountain, and see Krabi town.
- Rejuvenate in natural therapy at **Wareerak Hot Spring & Wellness**, take a mineral Onsen bath in a health resort.

PHUKET

Experience the full flavours, happiness, and deliciousness in the City of Gastronomy with a variety of food choices. From street food to Michelin-starred fine-dining restaurants that select fresh, organic ingredients from community farms and producers from the source. Along with exploring Old Phuket Town, see, taste, and shop at the Sunday Market at Lat Yai, and be enthralled with marine and extreme sports activities in the midst of abundant nature. 🚤



PHUKET

A Gastronomic Spectrum

4 Days 3 Nights

Day 01

- Take a **gondola** along **Khlong Andaman Phuket**; experience the Moken people's way of life at Ban Hin Luk Diao community.
- Savour a local fresh seafood Phuket lunch at **Kin Dee Restaurant**.
- Check-in at an unseen corner of Phuket, and watch the planes by the sea at **Mai Khao Beach**.

Day 02

- Be in the midst of nature with challenging adventure activities at **Hanuman World**.
- Chill at **Three Monkeys**, a restaurant and cafe in the midst of a tropical forest.
- See the old architecture and sample the local street food of the **Old Phuket Town**.
- Beat the heat with home-made ice cream from a traditional Phuket dessert of **Torry's Ice Cream**.
- Shop, taste, and chill at the **Phuket Walking Street, Lat Yai**.

Day 03

- Enjoy one-day marine activities at **Banana Beach, Coral Island (Ko He)**.
- Stroll around the **Rawai Seafood Market** and check out the restaurants of fresh seafood.
- Experience fine-dining in 'Save the World' way with the concept of Zero Waste at **Jampa Restaurant**.

Day 04

- Visit the White House Museum, Sino-colonial style at **Baan Ar-Jor**.
- Enjoy a delectable lunch at **Toh Daeng**, one of the Bib Gourmand Michelin Guides.





TOURISM AUTHORITY OF THAILAND
1600 New Phetchaburi Road, Makkasan, Ratchathevi,
Bangkok 10400

TAT Call Center: 1672

