

Chiangmai: World's Second Best Holiday Destination - Where the Art of Living meets Prosperity

Chiangmai is rapidly becoming recognized as one of the world best cities for lifestyle and travel and was recently voted the world's second best holiday destination 2010 by Travel and Leisure Magazine.

Chiangmai City is located 700 kilometers north of Bangkok at an altitude of 310 meters (1027 feet) above sea level. Chiangmai province covers 20,107 square kilometers and consists of 25 districts. The province is bordered by Myanmar's Keng Tung province in the north, Lamphun and Tak provinces in the south, Maehongson province to the west and Chiang Rai and Lampang provinces to the west.

A 227 kilometer long high mountain range stretches along the Thai-Burmese border in the northern part of the province and several rivers have their source here. Most of the rest of the province consists of piedmont plateau covered in fertile forest. Chiang Mai city is situated on a wide elevated valley with the Ping river (the source of the Chao Prayo river) running through it. The mountainous areas are home to numerous hill-tribe people; including the Hmong, Yao, Akha, Lahu, Karen, Lua and Chinese. Across most of the province, agriculture is the main source of income, while in the city the economy is focused on tourism, hospitality and the food and beverage industries.

The geography and culture of Chiang Mai province are ideally suited to tourism businesses for a number of reasons:

1. There is a wide diversity of tourism resources in Chiangmai, ranging from cultural sites to breathtaking natural scenery. Additionally, the city is also recognized for different local handicrafts with unique designs such as silk and cotton fabric, wicker ware, woodcarvings and ceramics.
2. Chiangmai itself has a proper city structure with strong connections to the Greater Mekong Sub regions (GMS) and Bangladesh-India-Sri Lanka-Thailand Economic Cooperation (BIMSTEC) which will benefit the development of commerce, investment and tourism.
3. There are sufficient accommodations varying from resorts to hotels, as well as international-standard convention centers. This gives Chiangmai potential to become the Meeting Incentive Convention Exhibition (MICE) center of choice in the region.
4. Numerous high-quality medical services and spas have the potential to become the medical/health hub and spa center of the region.
5. The city itself is ready to be an education hub as there are 8 universities and several other educational institutions where international programs are offered.

Despite cultural differences the highland people of Chiangmai and the city residents live together in harmony, sharing Buddhism as a common religion. The people of Chiangmai have great respect for one another's individual rights and liberties and live simple, peaceful lives. These traits are ideally suited to the hospitality business.

Consequently, Chiangmai has been ranked as the world's second best holiday destination by

America's Travel and Leisure Magazine, and the second Top City of Asia by Conde Nast Traveller in America as well.

Moreover, several spas in Chiangmai have been recognized domestically and internationally. For example, they have been awarded the Kinnaree Award and PM Award for the world's top spa during the past 2 years.

Chiangmai is a place where one really can live a prosperous life.

Relationship with Other Countries

Chiangmai has good relationship with several cities worldwide at three different levels.

1. Provincial level: Shanghai, Qingdao and Chongqing in China, and Indonesia's Yogyakarta.

2. Municipal level: Uotsu, Toyama and Saitama in Japan, and Kunming and Harbin in China.

3. Chamber of Commerce level: France's Lyon, Bangladesh's Chittagong, Xishuangbanna, Yunnan region, Sichuan region, Nanning in Guangxi autonomous region, and Qingdao in Shandong region.

Relationship between Chiangmai and these Cities:

1. Shanghai (China)

Shanghai is China's biggest city where the country's leading industrial center is located, together with a massive labor market and proper scientific, transport and communication systems for the city development. With a total area of 6,340.50 square kilometers, Shanghai is rich in natural water sources including a lake which takes up 11% of the total city area. There are 19,213,200 people in the city. 99.53% of them are Han Chinese, 0.4% are Manchurian and Islamic while the rest are Mongolian, Lahu, Wo, Maonan, Ching and Pumi.

MOU: Memorandum of Understanding

With the memorandum, there will be cooperation for development of the two cities in terms of economy, commerce, science and technology, culture, education, athletics, public health as well as exchange and development of human resource in different fields.

Results

Medical service: There is an agreement involving Thai and Chinese medicine organized by Chiangmai's public health office and the Faculty of Medicine at the University of Chinese Medicine in Shanghai. Resulting from this agreement, there was a training course concerning acupuncture for physicians in Chiangmai and neighboring cities. The training was held at Chiangmai's McCormick Hospital.

Agriculture: In 1999, an agreement was made for purchase of fresh Longan from Chiangmai by the Shanghai government who is authorized to distribute the fruit to other cities in China via a Chinese representative company. Moreover, there were several visits to the two cities of the Chiangmai-Shanghai committees as well as representatives of the government and private organizations. This helped resolve the oversupply of Longan in Thailand's northern regions, and also helped source local fruit for the Chinese.

Tourism: Specific preventive policies concerning illegal Chinese tour guides as well as other problems related to tourism have been made in order to give tourists confidence in these two cities.

In this respect, exchange of staffs between hotels in Shanghai and Chiangmai has been made. Moreover, an advertising campaign of tourism in these two cities has been launched to raise awareness amongst travelers around the world.

Aviation: Several new routes between Shanghai, Kunming, Chiang Mai, Bangkok, and Hong Kong have been added in order to strengthen the transport capacity as well as tourism within the region.

Diplomatic visits: There have been visits of the related staffs at all levels, together with a number of activities.

2. Chongqing (China)

Chongqing is China's inland port of the western region. The city is connected to Shanghai via the Yangtze River where the Three Gorges Dam/San Xia Dam is situated. The dam has been used to produce a massive amount of electricity. The power produced by the dam is the same as is created by 18 nuclear power plants. Again, San Xia Dam has been used as a port for delivery of goods on the Yangtze River. Today, 1,000-ton vessels are used instead of the 2,000-ton ones. Chongqing has been a manufacturing base for heavy industry in the western region of China, especially the automobile industry. And today factories in Chongqing manufacture the largest number of motorcycles in the world.

In 2003, Chongqing has become a metropolis that is directly managed by the central government like Beijing, Shanghai and Tianjin. It is the country's largest metropolis and is the major city that distributes incomes, jobs and developments to other areas in the west of China which have been populated by 33 million people.

MOU: Memorandum Understanding

Cooperation between the two cities has been made for their prosperous development with concern for equality. Cooperation and visits by related staff, together with the memorandum made between has suited the government policies of both countries.

Results

Education: Several scholarships for a master and doctoral degree in any field have been given to Chiangmai people by Chongqing. 2 scholarships were given in 2009. Moreover, 2 scholarships to attend a 10-day youth camp in Chongqing and Beijing from 19 – 28 July 2010 have been given to students in Chiangmai.

Exchange of staff visit: In February 2008, Chongqing's Director General of foreign affairs and staffs paid a visit in Chiang Mai in order to sign the letter of intent that makes Chiangmai and Chongqing sister cities. And in September of the same year, the vice-governor of Chiang Mai and staff paid a visit to Chongqing to sign this letter of intent as well.

3. Qingdao (China)

The population in Qingdao is approximately 7,311,200. 95.48% of them are Han Chinese. The city has been a seaport with economic significance for its richness in marine resources. Its GDP for petroleum is 2,123,800 million yuan (10,619,000 million baht). The GDP per person is 29,596 yuan (147,980 baht). 90% of the buildings in the city are constructed in European style. Again, in Tsingtao, there is an international airport.

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government policies of both countries.

Results

Agriculture: In 2009, Longan farmers in Chiangmai were able to export 123,275 tons of Longan to Qingdao.

Investment: A relationship between Chiangmai's chamber of commerce and China Council for the Promotion of International Trade (CCPIT) in Qingdao subdivision has been established.

Exchange of staff visit: There have been visits by official staff of both cities at all levels. Again, people of the two cities have very good support in terms of commerce, and a good relationship exists between the businessmen in Chiangmai and Qingdao that has aided in the success of these sister cities.

From 10 – 15 August 2006, the vice-governor of Chiangmai and staff attended the Beer Festival in Qingdao and in April 2008, the mayor of Qingdao paid a visit in Chiangmai to sign an agreement to establish the sister-city relationship between Chiangmai and Qingdao.

Chiangmai's governor Amornpan Nimanan and Wibul Sanguanpong, vice-undersecretary of Ministry of Interior and 17 staff visited Qingdao from 19 – 25 May 2009 in order to make an agreement concerning distribution of Thailand's Longan in different regions of China, as well as networking on behalf of different industries in Qingdao.

4. Yogyakarta (Indonesia)

Yogyakarta comprises a total area of 3,186 square kilometers approximately, with a population of 3,121,000 in 2002. 97% of them are Javanese while the rest are Sundanese. 91.8% of the people are Islamic. In Yogyakarta, there are several world heritage sites including Burobudur, Kraton Kasultanan, Water Palace, and Ngasem which is a bird market. Moreover, Malioboro, a city in Yogyakarta province is a university city. Yogyakarta is the only Indonesian province that is ruled by a sultan whose throne is succeeded through bloodline. Adisucipto International Airport is the main airport

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Results

Exchange of staff visit: The Governor of Yogyakarta paid two visits to Chiangmai before the sister-city agreement between the two cities was signed on 4 September 2003.

From 19 – 23 June 2010, the Chiangmai governor and staff visited Yogyakarta to attend a conference concerning education and exchange experiences for tourism and educational development in the two provinces. Afterwards, the governor had a meeting with the director of Surabaya Zoo, seeking appropriate cooperation between Chiangmai and Surabaya Zoos. The governor and his staff have applied certain tourist and educational strategies gained from the meetings to develop Chiangmai. Additionally, they have also applied the management of cultural tourism as applied by world's heritage sites in Yogyakarta to historical tourism in Chiangmai.

On 3 December 2010, Muhammad Hutta, ambassador of Thailand's Indonesian embassy visited Worakarn Yokying, Chiangmai vice-governor. As it is the 60th anniversary of diplomatic relations between Thailand and Indonesia in 2010, Worakarn revealed his will to support the director general association of Thailand-Indonesia in Thailand, as well as support Indonesian businesses in Chiangmai. Again he also asked the association to help invite the business units in Yogyakarta to attend the exhibitions and cultural performances in Chiangmai's Royal Rajapruek. which will be held between 2011 and 2012.

Commerce: In 2011, there will be a conference regarding sustainable activities in the two provinces: in Chiangmai, a handicraft exhibition will be launched and a commercial exhibition will be held at Jogja Expo Center (JEC), Yogyakarta.

Human resource development: In October, there will be a training course for farmers in terms of planting of durian and custard apple in order to support Jogja Seed Center. And from May – June 2011, there will be an exchange of governmental staff of the two countries to attend training and human resource management course.

Tourism: A meeting between Thai clients and Yogyakarta's merchants in the tourism industry will be held at the end of October or November. The meeting is organized by Yogyakarta's tourism division.

Education: There is an exchange program for Thai and Yogyakarta students to intern in several industries. However, duration of the program still needs to be determined.

Agriculture/food: Observation programs in Indonesia and Thailand's royal project in Huay Hong Krai have been initiated.

In 2011, initiatives will begin to promote the exchange of agricultural products; the import of Zalacca from Indonesia in the northern parts of Chiang Mai and the export of Halal dried Longan to Indonesia.

Other cities which are developing their relationship with Chiangmai in order to become Chiang mai's sister cities.

These regions include Dehong province in Yunnan region, China's Chengdu, Yunnan's Xishuangbanna, Chuangnam in Korea, and Luang Prabang, Luang Namtha and Bokeo in Laos

In 2010, a group of coordinators between three countries and six cities was appointed as an initiative to achieve the provincial development. Members include Chiangmai and Chiang Rai in Thailand, Xishuangbanna autonomous region in China, and Bokeo and Luang Namtha in Laos. There are conferences twice a year. Each of the conference will be held in different member cities. The first conference is held in Xishuangbanna, China.

2010 is appointed to be "the year of tourism cooperation". In this respect, convenience in terms of immigrating to each member city is concerned as reflected in the following objectives.

- 1) Precipitation of a "tax-free zone" among the member cities.
- 2) In Xishuangbanna, it has been suggested to the Chinese government to appoint specific staff or even establish a bureau that has authorization to issue visas and passports for the immigrants residing in Xishuangbanna, so that these people don't need to go back to their home country to apply for passports. Again, specific staff who can authorize visas for Thai people and foreigners who enter Chinese borders should also be added.
- 3) The Xishuangbanna government should assign the local police to provide service for vehicles from Thailand.
- 4) A request for Chinese staff to provide visa service for Xishuangbanna people in Thailand has been sent to Thailand's Kunming Consulate General by the local Chiangmai government.
- 5) There should be an exchange of staff as well as observation visits among the member cities. After the trip, the strengths and weaknesses of each city should be evaluated.

These objectives should promote sustainable development in the region.

Tourism: The president of the tourism industry in Chiang Mai has launched "Chiang Mai & Northern Thailand Road Show R3A Jinghong – Kunming". The campaign involves staff visits as well as tourism cooperation. As a result, several transport channels have been added; the R3A and R3B roads to connect Mae Sai, Kengtung and Jinghong together, with Mekong River transport, and a flight from Xishuangbanna to Bangkok. Moreover, for tourism exchange and development, a

Xishuangbanna tourism office has been opened with the cooperation of several travel agencies in Chiang Mai and Chiang Rai.

Commerce and investment: There is a support for delivery of goods between the two countries with an emphasis on convenience. There is also an attempt to activate certain regulations and policies concerning customs and immigration that share the same standard. In terms of investment, Chiangmai's chamber of commerce has become an organization that provides essential information regarding goods and services to facilitate business communication between entrepreneurs from both countries and to support related business campaigns and development of local handicrafts. In this respect, the establishment of Chiangmai's handicraft center in Jinghong Industrial Estate in order to manufacture and sell Thai handicraft products has been precipitated by the Xishuangbanna government. Again, SMEs entrepreneur association (Chiangmai -Lamphun branch) should provide specific artisans in order to provide specific training and education concerning Xishuangbanna handicraft.

Aviation: As SGA Airlines and Yunnan Group Airport were opened, routes between Chiangmai, Chiang Rai and Xishuangbanna have now been connected. There were two flights a day operated by SGA (NOK mini). However, the airline is currently closed, and hopefully the routes will be reopened once again.

Education: Several universities in Chiangmai have given scholarships to Xishuangbanna students to study a bachelor or masters degree in various fields. In addition, certain student activities have been organized: for example, summer camps for students at primary and high school levels covering culture, mathematics, and languages including Thai, English and Chinese. Again, there are also summer camps for high-school students in Chiangmai, and exchanges of educational staff at executive and operational level by both countries. In this respect, the host country will be responsible for the living expense during the stay in each country. In addition, academic seminars concerning arts and culture as well as the university's hospitality degree are also included.

Others: Exchange of alternative medical services, and support of rubber imports from Thailand to the Xishuangbanna market.

Eastern Areas
(Route 1006: City — Sankampaeng — Mae On)

Less than 2 kilometers from the highway intersection, is a small road on the right side toward leads to a very old northern temple, only 50 meters from the main road. The interior murals of **Wat Buagkrok Luang** depict the scenes of the former Thai Lanna era.

After this old temple, is the **Mandarin Oriental Dara Dhevi Hotel and Resort** with large landscaped gardens perfect for hosting many events embodying the best northern Thai hospitality and flair.

Long known as the heart of the handicraft industry is **Bor Sang (Sarng) Village** where resident families produce umbrellas, fine celadon, silk and textiles, wood carving and silver ware. Of all the products produced handmade sa paper products are the largest income earner.

This ingenious eco friendly paper was developed by the northern Thai people of old. Using soft science, Borsarng villagers transformed the bark of the mulberry tree into a textured paper. Sa paper products are very popular for several reasons. The production does not pollute the environment, each created piece has an individual handmade look and the raw material cost is very low. Sa paper products make great gifts for family and friends. Be sure to buy gifts at the village only 9 kilometers from the city.

Chiang Mai has a wealth of folk artisans such as **the Baan Jaang Nag** where the imagination of the artists turn a chunk of wood into unbelievable renditions of elephants. Visitors will find elephants of every size and majestic stance made. All beautiful items to use for decoration and personal use. Baan Jaang Nag is located at 56/1 Moo 2 , Buag Kaang, Sankampaeng at the KM 60 marker on the Chiang Mai—Sankampaeng highway cross the bridge and turn right at the Buag Kaang Temple.

Another park area for exploration located deep in the area of the hot springs and an underground mineral stream is the **“Magic Forest”** in Sankampaeng. The local villagers are guides and they are eager to share with visitors a peek into their mysterious area. Nearly every twist and turn in the nature has its own puzzling myth.

The Tourism Authority of Thailand and the Sankampaeng Cooperative Village collaborated in making improvements to the surrounds of the **Sankampaeng Hot Springs** making it the popular recreation area it is today. The hot springs is 34 kilometers from downtown Chiang Mai using either the old Sankampaeng road or the newer bypass. The older road passes near **Muang On Cave**.

Northeastern Areas
Route 1001 : City — Prao
Route 1019 : City — Doi Saket

Heading northeast out of Chiang Mai city on **Route 1001** to Prao until KM 26, turn right. Proceed for 5 kilometers to **Royal Chiang Mai Golf Resort** with an 18-hole course. Back to Route 1001, travelling on this scenic highway eventually brings the traveller to the enormous **Sri Lanna National Park**. Covering an area of 100,000 hectares, this huge tract of land includes Mae Ngud, Mae Taeng and Chiang Dao forests. The wildlife is abundant in this largely undisturbed wilderness of rolling mountains, which is the source of Mae Ping river. There are many places of special interest that can be visited in this huge park. These include **Mon Hin Lai Waterfall** with its six separate spectacular cascades located near the park's main entrance.

Bua Tong Waterfall and its remarkable seven colored spring is 47 kilometers from Chiang Mai, on the road to Prao. The spring water is rich in calcium carbonate which is deposited on the stream bed and flows down the falls in seven distinct pastel colors.

Wat Doi Mae Paang is some 75 kilometers from Chiang Mai on Route 1001 to Prao. Its greatest claim to fame is that it was the home to Luang Poo Waen Sujino, a famous and revered monk, from 1962 to his death in 1985. Many of the buildings are wood construction including the Wiharn and a hermit's cell called Rong Yang Giled or Rong Fai.

Heading northeast on **Route 1019**: This route leaves Chiang Mai City to Doi Saket, and on to Chiang Rai province. At KM 9 on Chiang Mai—Doi Saket highway is the **Horizon Village and Resort** situated in a 300 rai Botanic Garden. A small vehicle takes visitors throughout the garden plus a stop at the folk museum. Later, enjoy a meal at the restaurant or a swim in one of the 2 swimming pools. The Huay Hong Krai area is worthwhile to visit at the **Huay Hong Krai Education Development Center** found 23 kilometers east from Chiang Mai. From the highway turn right and continue another 1 kilometer to reach the Center. His Majesty the King founded the Center in 1982. The Center aims to promote forestry and agricultural techniques that will preserve the water sources and, especially in livestock rising, fisheries, and conservation works in the villages.

The hamlet of **Baan Mae Kampong (Gumpong)** lies 50 kilometers to the east where it clings to the slopes of the Doi Mon Lam hills. The village is 1,300 feet above sea level and enjoys cool breezes throughout the year. Surrounding the hamlet are tea and coffee plantations where the villagers work against a backdrop of breathtaking scenery.

Northern Routes

107 : City — Fang (Faang)

1096 : Mae Rim — Samoeng

1095 : Mae Malai — Pai

107 : Chiang Dao — Wiang Haeng

Heading north out of Chiang Mai on Route 107, or Chotana Road, to Mae Rim, you will come to **Rama IX Lanna Park (Suan Ror Gao)**. In this spacious park is the 3 story **Hilltribe Museum** run by the **Hilltribe Research Institute** of the Public Welfare Department. These ethnological collections illustrate the cultures of 10 tribal groups: the Hmong, Karen, Mien, Akha, Lisu, Lahu, Lua, Thin, Khamu and Mla Bree. The exhibition materials are derived from the tribal people's own hands. The quality of the museum is accepted as a research and study center.

The Darapirom Royal Residence Museum is located in the Dara Rasamee Patrol Border Police Camp in Mae Rim. Princess Dara Rasamee was the only northern Consort of King Rama V. Within the gracious living quarters are textiles from that era, personal utensils, and musical instruments. Open daily from 09.00 - 17.00. Entrance Free. Call in advance of visit for an English speaking guide.

Turn left onto the old Mae Rim-Samoeng Road for two choices of accommodation located here. **Mae Rim Lagoon**, a family-class hotel, is on the left side sitting on the edge of a man-made lake about 1.5 kilometers from the main road. Five hundred meters east is the **Four Seasons Resort**. The attractive design is a contemporary form of northern architecture with luxurious outlets such as spa, health club, tennis courts, swimming pool, cooking school and restaurants. After leaving the drive way of Four Seasons Resort, stay on the old road to visit **Sai Nam Phueng** one of the area's oldest orchid farms.

Continue driving to the second trisection or Rte 1096 and turn left to the **Mae Sa Snake Farm** situated at KM 3 of Mae Rim — Samoeng Road. The farm displays snakes found all over Thailand, and studies snake breeding as well. Visitors can see snake shows, and learn how venom is extracted from snakes.

On the same road is the **Bungy Jump** center providing great excitement for thrill seekers. The daring adventure jump from the 50 meter high tower over a water pool is closely supervised by experts for safety. Also, nearby are 2 **Monkey Schools** long established by Thais who recognize the intelligence and comedic value of the monkeys? The clever shows are entertaining for both Thai and western visitors.

Several **Orchid and Butterfly Farms** and major flower nurseries located along the Mae Rim—Samoeng Route 1096 provides opportunities for visitors to admire these exotic year round blooms.

Mae Sa Waterfall, an 8-tiered tumbling cascade, is 26 kilometers from town and occupies a natural setting among gigantic towering trees. Travel on the Mae Rim — Samoeng Road, turn left directly at KM. 7 and enter the area of the national park. This waterfall is one of the most famous in Mae Rim district.

Tiger Kingdom is a new entertainment park and restaurant for animal lovers. Tigers are raised so that visitors get close enough for photo taking in enclosures. Located only 200 meters from the

trisection on Route 107. Turn north along the irrigation canal. Follow the sign.

Pong Duaed Pa Pae is a **hot spring** in Mae Taeng District. The largest hot spring in Thailand with the main geyser shooting up to 4 meters in the air has an intense smell of sulphur in the vicinity of the spring. To get there, turn left from the Chiangmai —Fang road at Mae Malai intersection, (about 38 kilometers from Chiangmai) and proceed on Mae Malai —Pai Road for 44 kilometers. Make a right turn and proceed a further 6.5 kilometers. Walk about 500 meters leads to the spring. It is best to visit the site during the dry season.

Construction of the Royal Irrigation Department's, **Mae Ngud Somboonchon Dam** with its cool, clean waters, was completed in 1985. After Mae Taeng, 41 kilometers from Chiangmai on the road to Fang, take a right turn and drive a further 11 kilometers. There are several floating houses for one day picnic trips or overnight stays.

Heading north from Chiangmai towards Fang, you will reach **Pa Gia**, or Mae Taman. There is splendid scenery here at the southern end of Chiang Dao, with its mist-filled valleys, and there are a great many things to do and see. There is a Hmong village where the visitor may learn of their culture and traditions.

Continue your trip north on highway 107 to the town of **Chiang Dao**, 77 kilometers from Chiangmai city. This is a town worth an overnight stay. A very short distance to the west is the **Chiang Dao Cave**, a former dwelling for prehistoric ancestors. The Chiang Dao Cave is a huge cavern and network of Tunnels. Once inside it's an awesome spectacle with the brilliantly formed stalagmites and stalactites sculpted by nature's own hand over the millennia.

Doi Luang / Chiang Dao is in the **Doi Chiang Dao Wildlife Sanctuary**, Chiang Dao, Wiang Haeng. This is the third highest mountain in Thailand. It is 2,225 meters above sea level. From the top of the mountain visitors view beautiful sunset and panoramic views of countryside below. Plan for a 3 day, 2 night trek. The climb up to the

top is difficult. Hikers will have to bring your own fresh water for drinking to last for the entire trek. During the trek you will pass villages of Lisu and Karen. You can look for unusual flowers or birds. Take Route 197 to Chiang Dao. Turn left at KM 76 then drive 5 kilometers to the Chiang Dao Cave.

Ban Piang Luang is located on the Thai-Burmese border. The nearest town is **Wiang Haeng**. There is a temporary checkpoint where border trading operated by people of the two nations can be seen trading agriculture produce and colorful sarongs. Drive on Route No. 107, take a left turn at Muang Ngai to Route No. 1322 for 72 kilometers or get on a Wiang Haeng—Piang Luang local truck (Song Thaew) from Chiang Mai City.

Doi Angkhang Mountain: Follow Route 107 (Chiang Mai — Fang) for approximately 137 kilometers, make a left-hand turn which enters into Yaang Village at Thada Market. Continue for 26 kilometers on a partially paved road that rises to a high elevation. This is **the Royal Project Doi**

Angkhang Agricultural Station which conducts research on temperate climate fruits, flowers, field crops, and oil-bearing crops of sufficient value for the hilltribes to earn income.

In Mae Ai, is the beautiful **Doi Poo Meun** some 174 kilometers from Chiang Mai city. This mountain is well known spectacular scenery, especially views of Doi Pa Hom Pok at an additional drive of 14 kilometers.

Only 24 kilometers north of Fang, one arrives at **Baan Tha Ton (Thatorn)** straddling the Mae Kok river. This river is regularly plied by ferries from Mae Ai to Chiang Rai. Long-tail boats can be hired for the journey from Tha Ton to downtown Chiang Rai. Leaving at 12.30 p.m., the boat reaches Chiang Rai some four-and-a-half hours later.

Southwestern Route 108 **City — Hang Dong — Hod(Hord)—**

Doi Tao — Om Goy

Before heading for the Southern Route, Rte 108, a visit to a little town 823 years old (and also older than Chiang Mai City) will be worthwhile.

Wat Ku (Goo) Come or **Wat Chedi (Jedee) Liam** was built by King Mengrai at the site of **Wiang Kum Kam (Goom Gaam)**, located just outside the city of Chiangmai on the road to Lamphun (Lumpoon). To get there, turn right at the starting point for the number two yellow local bus 200 meters after the Mae Ping Police Station on Lamphun Road. King Mengrai conquered Lamphun in 1281 and two years later he began to look for a site to establish his new capital - Chiang Mai. During his surveying years, 1286 -1295, he resided temporarily in Kum Kam. Upon the death of his beloved queen, he built this pyramidal pagoda in her memory. Completed in 1288.

Drive back to Route 108 and at the intersection with the outer ring road (Rte 121), turn right on Hang Dong — Samoeng Rd and pass the irrigation canal to view a perfect example of Lanna architecture at **Wat Tohn Gwaen** (Official name: Wat Indrawart.) It is an ancient beautiful temple of immense value in the north. In 1989, The Siam Society awarded it as Outstanding Preserved Treasure.

Wiang Tha Karn (Garn) is an ancient walled city that dates back to the Haripoonchai period, and established before Chiang Mai over 700 years ago. The main historic site is near the center of modern-day Baan Tha Karn, close to the school and the village temple, Wat Tha Karn. The best-preserved of the ruins are the pagoda and the foundations of the wiharn, constructed from bricks and laterite.

Baan Tha Karn is about 34 kilometers south of Chiangmai. Follow the Chiangmai — Hod (Hord) Road until you reach Baan Tung Siew in Sanpatong District. Turn left at this village and Baan Tha Karn is some 2 kilometers from the intersection.

Wat Phra That (Thart) Sri Chom (Jom) Thong is 58 kilometers from Chiangmai located on the road (Rte 108) before the market and Chom Thong district office. This temple dates from the mid - 1400s. A fine collection of bronze Buddha images is housed here, and the secondary chapel contains a holy Buddha relic.

Take a boat ride or go rafting on **Doi Tao Lake**. This great body of water offers many recreational opportunities during the rainy and cool seasons, from July to December. After travelling some 90 kilometers on Route 108, turn left onto Rte 1130 and proceed 35 kilometers to Doi Tao town. Apart from the boats and rafts, food and drink are available in the town.

Ob Luang is a picturesque gorge 105 kilometers south of Chiang Mai. The National Park covers a total area of 553 square kilometers of steep forested granite hills, adjoining the much higher mountains of Doi Inthanon Park to the northwest. The elevation ranges from 200 meters to 1,656 meters along the Mae Jaem River to the northeast.

Ob Luang National Park is an amazing attraction comprising both splendid natural charms as well as mysterious scenery. Subject to erosion by the strong currents of the river, the rocks and cliffs form the canyon and strangely shaped rock formations. The water has to force its way over obstructing rocks and boulders making a magnificent sight.

The National Park Office has tents and sleeping equipment for visitors to rent at modest prices. For more information contact Recreation Department of the Royal Forest Department.

Southwestern Route 1009
Chom(Jom)Thong — Inthanon
— Mae Chaem (Jaem)

An excursion to the southwest of Chiangmai City will offer an opportunity to see something of the rural countryside plus various venues which are worth a visit. The roads are generally good to excellent.

Visit to **Baan Rai Pai Ngam (Ngaam)** to see traditional homespun cotton production located beyond the district town of Chom (Jom) Thong, at between 68 and 69 kilometers from Chiang Mai. Take a left turn onto a bamboo-shaded road and proceed for about 1 kilometer to reach the village. This is the home of Mrs. Saengda Baansith, a former National Artist. Close to her house on the banks of the Ping River is a small museum dedicated to her work displaying the traditional tools that she used. Closed on Thursdays.

Mae-Yah Waterfall at the junction of Chiangmai —Chom Thong route, then turn right at the 56 - 57th KM about 1 km., then turn left and keep going about 7 kms. Here visitors can picnic at the area's tallest waterfall at about 250 meters high. The fresh water splashes down over 30 tiers of rocks and boulders into small clear pools. The water source is from the nearby Doi Inthanon National Park.

About one kilometer before Chom Thong turn right on to Highway 1009. Look for a large sign in English for Doi Inthanon at the turn. Continue 8 kilometers where the road forks, and keep to the right for the park entrance. Entrance fee.

In the Angka (Angga) - Inthanon mountain range, close to the Mae Klang (Glang) waterfall, is the huge **Borichinda (Borijinda) Cave**. To reach the cave, turn right off the Chiang Mai — Hod route at km. 58, on the road to the waterfall. After 8 kilometers turn right and keep going 1 kilometer toward Doi Inthanon. Before the cave, there is a sign with the history of the cave's discovery. Many kilometers deep, the cave has beautiful stalactites and stalagmites, appropriately called Nom Paa, or "milk of the cliff".

The **Wachirathan Waterfall**, a large cascade which plummets over the edge of a high cliff into a deep pool below is opposite a tall and precipitous cliff called Paa Mon Kaew (Gaew) or, more lyrically, Paa Gorn Kaew (Gaew). The waterfall is some 750 meters above sea level, which was formerly called Tad Kong Yong. To get there, turn right off the main road up Doi Inthanon. At KM 20 is a road reducing the walk to the waterfalls.

Take a right turn at around 30 kilometers up the main Doi Inthanon road and drive a further 2 kilometers along the all-weather road. After a 200 meter uphill walk, you will come to the beautiful, delicate **Siriphum (Siripoom) Waterfall**. This is in fact a pair of falls which plunge from a towering cliff. The best view of the falls is from the Hmong village of Baan Lao Lee, after which the falls were originally named.

The **Doi Inthanon Park Headquarters** is located at km 31. Get more information here about what to do and see in the park. This is the area for camping, and tents are available on a pre-booked basis. It's here that visitors can get the keys for their cabins. The cabins and tents can be reserved by phone.

For a truly splendid view from Doi Inthanon, as well as gaining insight into the reverence of the Thai people for their Royal Family, visit the twin pagodas **Phra Mahathart Napametaneedon and Phra Mahathart Napapol Poomsiri** built by the Royal Thai Air Force and the people of Thailand to commemorate the 5th cycle birthdays (one cycle being 12 years) of the Royal Couple. The first pagoda, erected on the occasion of The King's 60th birthday in 1987, is 50 m wide and 60 m tall. Inside is a Buddha relic and an image of the Lord Buddha.

The second monument honoring The Queen's 60th birthday in 1992, is of a similar size (37 m wide and 55 m tall) and design, twelve-sided, with verandas at two levels. The Buddha image is a massive jade carving, over 3 meters tall and weighing 4 tons. When entering the chedi, all visitors should dress politely by wearing either long pants or skirt, and shirt or blouse as appropriate. Refreshments and lunch can be had.

Just 3 kilometers from Mae Chaem is the village of the **Dteen Jok Sarong Weavers**. Most of the villagers in Tambon Tapaa are skilled in this beautiful hand-loom technique producing elegantly patterned sarongs which are remarkably cheap. These garments are unusual affordable souvenirs. The annual Dteen Jok Festival is held every January.

FESTIVE CHIANGMAI

A visit during each Lanna festival in northern Thailand is an experience in learning about the religion, culture, agriculture and the local significance here of rituals the local people firmly believe in. Everyone loves festival time and Chiangmai people are delighted to celebrate these occasions.

Borsarng Umbrella Festival - - Cool Weather and Colorful Setting.

One of the most popular annual festivals in Chiangmai Province is celebrated in mid-January at Borsarng village in the Sankampaeng District. It is located 12 kms from the inner city of Chiang Mai, or 9 kms from the Superhighway intersection.

The festival is a "**street fair**" held on the central road of the village. Stores are decorated in Lanna style, most with the well-known umbrellas, as well as with traditional lanterns.

The villagers of Borsarng have been making umbrellas for over two centuries. This over **200-year cultural heritage** is being proudly preserved through the cooperation of various government agencies and the private sector, including all the various handicraft producers, as well as the villagers themselves.

Chiangmai Flower Festival - - The Colorful Event

Staged every year during the first weekend in February when the city is awash with vibrant colors ranging from electric orange and lilac colors of the bougainvillea to the velvety blossoms of petunias in all shades of pink, white and purple. The sheer profusion of colour that the flower festival brings to Chiang Mai aptly gives the city its name "**Rose of the North**".

The parade route goes down Thapae Road to the Gate and turns left and follows the moat to Suan Buak Haad City Park. The parade moves at a slow pace and stops several times so there is plenty of time to take pictures of the colourful floats, pretty girls and hilltribe people in costume.

The Songkran Festival - - All Things Wet and Wonderful

Songkran continues to be the most important of all the Thai festivals and holidays. It marks the beginning of a new astrological year and is much in keeping with the old lunar calendar of Siam. It is officially celebrated on April 13, but takes place over a period of four days. The ultimate Songkran, or **The Pouring of Water ritual**, by which we have come to identify Songkran with today.

April 13 : A day for **house cleaning** and general preparation for the New Year.

April 14 : A day people **prepare cooked meals and preserved food** for the Buddhist merit-making that takes place on the following day.

April 15 : The day a **grand new year** begins with early morning merit-making at the temples. Preserved and cooked foods, fresh fruit, monks' robes and other offerings are made at the temples. In the home, people do the **final cleaning of Buddha images** using scented water. Traditionally this is the day that the **pouring of water begins**. It was once the practice to pour gently, but the fun-loving Thais have transposed this into a relative water free-for-all.

Inthakhin Pillar
- - Salute to the City Navel Pillar

In Thailand, it was often thought that such City pillars were a direct gift from ancient gods. Many people will relate "A Spirit came down from the Heavens and gave the people a Pillar to protect them". Wherever it came from, it is a real pillar (usually of wood but, sometimes, stone).

The Chiangmai Inthakhin Pillar is a revered symbol of the city's past and, also, its hopes for the future.

Chiangmai 's Inthakhin Pillar is now housed, in its own special shrine, within the compound of **Wat Chedi Luang**. Traditionally, the Pillar was sited at the geographic centre of the city -- in this case, with in **Wat Sadue Muang** (Temple at the City Navel) **near the Three Kings Monument**. However, as that temple fell into disrepair over 100 years ago (a large Buddha image remains on the site), the Inthakin Pillar was transferred to Wat Chedi Luang which is quite nearby.

Visakha Bucha
- - The Memorial Day of a Great Teacher

The three most important holydays of the year for Thai Buddhists all include the word "Bucha", which means to pay homage. The most auspicious of the three is Visakha Bucha, which **simultaneously commemorates three important anniversaries** in the life of Siddharta Gautama, the Lord Buddha: **his birth, his enlightenment, and his death**.

On Visakha Bucha Day, Buddhists from throughout Thailand demonstrate their high regard for the Triple Gems of Buddhist philosophy: The Lord Buddha, the great teacher; The Dhamma, Lord Buddha's teachings; and The Sangha, the brotherhood of Buddhist monks. In Chiangmai, **many of the faithful participate in an all night walking procession to Wat Phrathart Doi Suthep**, the famous monastery on the mountain overlooking the city. The procession leaves Chiang Mai at sunset and winds upwards 9 kilometers through the forest in the bright moonlight. The congregation arrives at the temple at about

3:00 a.m., where they wait until daybreak to fulfill their intentions of paying homage to the relics of the Lord Buddha housed there, and to make merit.

All visitors who are interested in joining the procession up to Doi Suthep are most welcome. You are not expected to be Buddhist to participate. The Thais, in the tradition of Buddhist thought respect you for your beliefs whatever they might be and would never try to convince you that you should follow Buddhist thought. So, if you wish to join in the procession, please do.

Loy Krathong
- - the River Floating Lanterns Festival

Legends and myths abound as to the origins of **Loy (floating) Krathong**. In the ancient kingdom of Sukhothai some 700 years ago in the royal court there was a lady with great artistic skills named **Naang Noparmart**. She loved to make little lotus-shaped "**Krathong**" (pronounced gra-tong) with banana leaves and float them on the water with a candle, incense, and other decorations as homage to the Buddha. When the king came to judge the best lanterns, he awarded Naang Noparmart the first prize. He decreed that once a year, on the night of the full moon, a holiday should be celebrated by floating lotus-shaped banana leaf boats.

ACCOMMODATION IN CHIANGMAI PROVINCE

Chiangmai is the perfect balance between city fun and countryside scenery. The province boasts some of the finest hotel brands in the world. Use this list to select an accommodation according to your lifestyle or pocket book. A great choice of places available for all tastes and budgets are located in the city or in the garden settings in the countryside green hillside areas.

Five Star Hotels (B 5,000 + Up)

The CHEDI Hotel, 123 Jarernprathet Rd, Tel. 053-253333. 84 exquisite rooms with courtyard and open balconies all facing Mae Ping River.

DUSIT D2 Chiang Mai, 100 Changklan Rd, Tel. 053-999999. (Dusit Group) Near night bazaar & shopping areas. Swimming pool, restaurants, spa, meeting rooms, bar.

FOUR SEASONS Resort, Mae Rim-Samoeng Old Rd, Tel. 053-298181.

KANTARY HILLS Chiangmai, Soi 12 Nimanhemin Rd. Tel, 053-222111. Stylish Nimman Bar and Grill for business or social dining.

MANDARIN ORIENTAL DHARA DHEVI, CHIANGMAI, 51/4 Moo 1 Sankampaeng Rd, Tel. 053-888888, 262569. Cooking school, spa.

RATI LANNA Riverside Spa & Resort, 33 Charoernprathet Rd, Tel. 053-999333. On Mae Ping River. Swimming pool, restaurant, lobby bar

SHANGRI-LA Chiang Mai, Changklan Rd, Tel. 053-283888. Swimming pool, convention hall/meeting rooms, restaurant, lobby bar, spa.

SHEWE WANA SuiteResort, 296-298 Chroenmuang Rd, Tel 053 240020. Elegant suites. 2 swimming pools. Spa. alternative health center

Spa & Wellness Destinations (B 5,000 + Up)

AMARAVATI AYURVEDA HEALTH CENTER, 100 Maesa Samoeng Rd, Mae Rim. Tel. 053299-185. Panchakarma, Ayurveda's traditional therapy.

BAN SABAI Spa Village, San Pee Sua, Tel. 053-854778-9. Villas, spa, swimming pool, restaurant and fitness.

JIRUNG Resort & Spa, 99 Moo 7, Rim Tai, Mae Rim, Tel. 053-861511-3.

PANVIMAN CHIANG MAI Spa Resort, 197/2 Moo 1 Pongyeang, Maerim. Tel: 053-879494. Hillside panorama. Swimming pool. All facilities.

RARIN JINDA RESIDENCE, 14 Charoenraj Rd, Tel. 053-303030, 247000.

TAO GARDEN Health SPA, Doi Saket, Tel. 053-921200. Internationally renowned founded by Master Mantak Chia. Qi gong, tai chi, meditations, massages. Serving the world for over 20 years.

THE SPA RESORT CHIANGMAI, 165 Moo 4, Mae Ann, Huaysai, Mae Rim. Tel: 053 920 888. Learn the path to great health. Famous spa from Koh Samui.

First Class Hotels (B 3,000 + Up)

Air-conditioned, private bath, dining outlets, swimming pool.

AMARI RINCOME, Nimmanhemin Rd, Tel. 053-221044, 221130. Pool, restaurants, shopping arcade.

AMORA Tapae Hotel, 22 Chaiphaphum Rd, Tel. 053-251531 / 201 rooms.

BEST WESTERN Chiangmai, Chonlaphathan Rd, Tel. 053 329 333

CENTARA DUANGTAWAN Hotel, 132 Loi Kroh Rd, Night Bazaar, Tel. 053-905000. Fitness center, spa, pool, coffee shop, Chinese Restaurant.

CHIANGMAI GRANDVIEW Hotel, (Amity) 24 Opp. Wat Jed Yord, Tel. 053-220100-3. 200 rooms. Restaurants, meeting rooms, pub, lounge, pool.

CHIANGMAI HILLS Hotel, 18 Huay Kaew Rd, Tel 053-210030.
CHIANGMAI ORCHID Hotel, Huay Kaew Rd, Tel 053-222099, 222091
CHIANGMAI PLAZA Hotel, 92 Sridornchai Rd, Tel. 053-903161-80.
EMPRESS Hotel, 199 Changklan Rd, Tel. 053-270240-5, 272977 / 375 rooms, coffee shop, convention center, lounge, pool, fitness center.
GRAND HERITAGE, Huay Kaew Rd, Tel. 053 406600. Coffee shop, Rooftop restaurants, lounge, swimming pool, fitness center.
HOLIDAY INN CHIANGMAI Hotel, Lamphun Rd, Tel. 053-275300.
IMPERIAL MAE PING Hotel, 153 Sridornchai Rd. Tel. 053-283900.
LANNA PALACE Hotel, Changklan Rd, at Ragaeng road corner. Tel.

053-819277-8. Rooftop Chinese restaurant. Swimming pool.

LE MERIDIEN CHIANG MAI, 108 Changklan Rd, Tel. 053 253 666. Restaurants, convention/meeting rooms, spa and swimming pool.

LOTUS PANG SUAN KAEW (P.S.K.) Hotel, Huay Kaew Rd, Tel. 053-224333. Large conference center. Restaurants, swimming pool. Shopping.

MERCURE CHIANGMAI, 183 Chang Puak Rd, Tel. 053-225500-5. 159 rooms, Meeting Rooms, Coffee Shop, Lounge, pool, car park, shopping.

THE PARK Hotel of Empress Group, 444 Changklan Rd, Tel. 053-281997. Restaurants, convention/meeting rooms, and swimming pool.

PORNPING TOWER, 46 Jarernprathet Rd, Tel. 053-270099. Rooftop rest, convention/meeting rooms, and swimming pool.

ROYAL PRINCESS Hotel, 112 Changklan Rd, Tel. 053-281033-43.

SURIWONGSE Hotel, 110 Changklan Rd, Tel. 053-270051.

Boutique Hotels (B 2,000 & up)

AMATA LANNA, 222 Jarernprathet Rd, Tel. 053-818628-9. 12 rooms.

ARUNTARA Hotel, Charoenprathet Rd. On the River. Tel. 053 235111.

AT PINGNAKORN, 4 Soi 12, Nimmanheminn Rd, Tel. 053 357755.

AYATANA HAMLET, 99/9 14, Suthep Rd, Tel. 053-811388. Hillside rooms around swimming pool, facing lovely old architecture. Restaurant.

BAAN ORAPIN, 150 Jarernrasd Rd, Tel. 053-243677 or 081-616-4016.

BAAN SINGKHAM, Paton Rd, Tel. 053-251988, 872657.

BAN SAY-LA, Soi 5, Nimmanheminn Rd, Tel. 053-894229. 7 rooms.

BURI GALLERY HOUSE, 102 Rachadamnern Rd, Tel. 053-416500.

DE NAGA Chiang Mai, Soi 2, Moonmuang Rd, Tel. 053 209030.

HORIZON VILLAGE, Km 10, Doi Saket Rd, Tel. 053-868891-3/300 rai botanic garden, 2 salt water swimming pools, spa, 2 restaurants.

KARINTHIP Hotel, 50/2 Changmoi Kao Rd, Tel. 053-874302-5, 235414-8. Restaurants, spa and swimming pool.

KETAWA Boutique Hotel, 121/2 Bumrungrat Soi 2. Tel. 053 302 248

MANATHAI Village, Thapae Rd, Tel. 053-281666. Restaurant, 27 rooms. Restaurant and swimming pool.

PURIPUNN Baby Grand Hotel. Soi 2, Charoenmuang Rd, Tel. 053-302898. Restaurant, and swimming pool.

RACHAMANKA, 6 Rachmankha Rd, Soi 9, near Wat Prasingh, Tel. 053-904111. Restaurant and swimming pool.

SHEWE WANA Boutique Hotel, 296-298 Chroenmuang Rd, Tel. 053 240020. Restaurants,

wellness spa and swimming pool.

SIRA BOUTIQUE HOTEL, 85/5 Sriphoom Rd., Tel.053-287555

TAMARIND VILLAGE, 50/1 Rajchadamnern Rd., Tel. 053-418898-9. Pool.

TEA VANA, 75 Lamphun Rd., Tel. 053-302805. Restaurant, swimming pool. Near Ping River.

TRI YAAN NA ROS, 156 Wuai Rd. near Wat Sri Supan, Tel. 053-273174.

U CHIANG MAI, 70 Ratchdamnern Rd., Tel. 053 327000.

YAANG COME VILLAGE, 90/3 Sridonchai Rd., Tel. 053-237222.

Long Stay & Serviced Apartments

BAAN Song Thai Farang. Nam Prae, Hong Dong. www.northtouralacarte.com. Quiet countryside.

FRANGIPANI RESIDENCE,1/11 Soi 13 Prappokkiao Rd., 081-882-7562.

FUENGFA PLACE, 9/1 Arrak Road, Soi Chiang Roi, Tel. 053-417207-8.

HUAYKAEW RESIDENCE, 55 Huay Kaew Rd., Tel. 053-895777

LIAM'S SUAN DOK MAI Boutique Guesthouse, 87/45 T. Faham Road, Samakon Village. Tel. 053 855 033, Mob. 0800 331 636. Pool.

MANINARAKORN, 99 Sridonchai Rd., Tel. 053-999555. Spa, residence.

ROMYEN GARDEN RESORT, 9 kms Doi Saket Highway. Tel 053-291365.

VIANG BUA MANSION, 3/1 Viangbua Rd., Changpuak. Tel. 053-411202.

WIPANAN MANSION, Soi Kulawongutid, Changkpuak. Tel. 053 227084,

Tourist Class Hotels (B 900 & up)

Generally, air-conditioned or fan-cooled rooms; private bath or shower; dining outlet; swimming pool.

AL - FAROOQ Hotel, 341 Charoenprathet Rd., Tel. 053-821107-11. Nice rooms. Catering for Muslim families. Halal food preparation.

BOSSOTEL, 10/4 Railway Rd., Opp. railway station, Tel. 053-249046-8.

BP CHIANGMAI Hotel, 154 Rachamanka Rd., 053-270710-6, 123 rooms.

Chiangmai RATTANAKOSIN Hotel, Rattanakosin Rd., Tel. 053-234800.

DOWNTOWN INN, Empress Hotel Group. 172/1-11 Loi Kroh Rd., Night Bazaar, Tel. 053-270662-7. Restaurant.

DUANGKAMOL Lodge, Bumrungras Rd., Tel. 053-249684-5. 36 rooms.

EURASIA Hotel, Superhighway, Tel. 053-247790.

FOREST GLEN, 104/1 Chiang Mai—Lamphun Road, Peaceful, shady trees. Tel. 053 140229. Restaurant and art gallery.

HOLIDAY GARDEN Hotel, 16/16 Huay Kaew Rd., Tel. 053-211333, 210901-4. Restaurants, meeting rooms, spa and swimming pool.

IMM ECO CHIANGMAI Hotel, 109 Bumrungras Rd., Tel. 053 247111.

LANNA VIEW Hotel, 558 Soi Lanna Hospital, Tel. 053-210740-4, 217784.

NIGHT BAZAAR INN, 9 Jarernprathet Rd., Soi 6, Tel. 053-818096-100.

PRINCE Hotel, 3 Thywang Rd., Tel. 053-252025-8. Central market area.

RAMING Lodge, 17-19 Loi Kroh Rd., Tel. 053-271777, 270042-44.

RIVER VIEW Lodge, 25 Jarernprathet Rd., Soi 2, Tel. 053-271110.

ROYAL LANNA Hotel, 119 Loi Kroh Rd., Night Bazaar, Tel. 053-818773.

SCORPION Tailed Boat Village, 381/1 Charoenrat Rd. Tel. 081-960-9398.

STAR INN Hotel, near Suriwongse Hotel, 36 Loi Kroh Rd., Soi 4, Tel. 053-270360. Restaurant,

swimming pool

TAPAE PLACE, 2 Tapae Rd, Soi 3. Tel. 053-270159.

TARIN Hotel, Superhighway near Wat Jet Yord, Tel. 053-400131-39.

Family-Class Hotels & Guest Houses (B 450-up)

From basic to very comfortable rooms with air-conditioning. Higher rates indicate better standards.

BUARAWONG at Rakaeng & Changklan Rds., Tel. 053-273283.

CHIANGMAI GARDEN Hotel, Soi Lanna Hospital, Tel. 053-210240-3.

CHIANGMAI GATE Hotel, 11/10 Suriyawongse Rd, Tel. 053-203895-9.

CHIANGMAI HOLIDAY Hotel, 10 Jarernprathet Rd, Tel. 053-270191.

CHIANGMAI PHUCOME Hotel, Huay Kaew Rd, Tel. 053-211026.

CHIANGMAI S.P. Hotel, Moonmuang Rd, Tel. 053-214522.

CHOMDOI House, 33/3 Huay Kaew Rd, Tel. 053-210111-3.

GALARE Guest House, 7 Jarernprathet Rd, on River, Tel. 053-821011

GAP'S House, 3 Rajchadamnern Rd, near AUA office, Tel. 053-278140.

GREEN PALACE Hotel, 70 Sirimangklajaan Rd, Tel. 053-894719-21.

GRAND Apartment, 24/1 Rajpakinai Rd, Tel. 053-217291, 213945.

KALARE NIGHT BAZAAR Guest House, Changklan Rd, Tel. 053-820320, 053 272067. Second floor of night bazaar, restaurants and shops.

LOTUS Hotel, 2/25 Soi Viangbua, Chotana Rd, Tel. 053-215376, 215462.

MONTRI Hotel, Moonmuang Rd, at Thapae Gate, Tel. 053-211069-70.

NIGHT BAZAAR PLACE, 41 Changklan Rd, Tel. 053-283250, 283687.

PEOPLE PLACE, 9 Lane, 8 Jarernprathet Rd, Tel. 053-282487. 40 rooms.

PINGBURI Hotel, 49/1-8 Arak Rd, near Suandork Gate, Tel. 053-814558.

RED BRICK Guest House, 97/4-5 Ragaeng Rd, Tel. 053-819275-6.

RED HIBISCUS, 1 Arak Rd, Soi 2, Tel. 053-416074.

SANTITHAM Guest House, 61 Santitham Rd, Tel. 053-406449.

SRI TOKYO Hotel, 6 Boonruangrit Rd, Tel. 053-211100-3. Nr Ram Hosp.

TAWAN Court, 15/1 Jarernprathet Rd, Tel. 053-284212-21.

TOP NORTH Hotel, Tapae Gate, 41 Moonmuang Rd, Tel. 053-279623,

VEERACHAI Court, 19 Thapae Rd, Soi 2, Tel. 053-251047.

VISTA Hotel, 252/19-33 Prapokklo Rd, near TG office. Tel. 053-210663-

WINNER INN, 19/1 Sridornchai Rd, Tel. 053-272377, 274508.

YMCA INTERNATIONAL Hotel, Sermsuk Rd, Santhitham. Tel. 053-221819.

Guest Houses (B 350-500)

Rooms range from spartan to quite comfortable. Most offer private shower and fan-cooled. Air-conditioning available.

EAGLE House, (#1) 16 Chang Moi Kao Rd, Soi 3, Tel. 235387, 01-

9515284. (#2) 26 Rachawithi Rd, Soi 2, Tel. 210620. Cooking school.

MOUNTAIN VIEW, Sripnum Rd (Changpuak Gate) Tel. 053212866

NICE Apartment, 15 Ratchadamnern Rd, Soi 1. Near Thapae gate, Tel. 053- 210552, 218290, Fax. 419150. Air-con, fan, TV, hot shower.

NIM SEE SENG Hotel, 2 Kms from Airport, Tel. 053-202016-7. Cafe. Pool. Fitness.

THA NAM Guest House, 43/3 Changklan Rd, Tel. 053-275125, 282988.

THAPAE GATE LODGE, 38/7 Moonmuang Rd Soi 2, Tel. 053-207134.

TOP NORTH Guest House, 15 Moonmuang Rd Soi 2, Tel. 053-278900

Hotels & Resorts outside Chiang Mai City

ANGKHANG NATURE Resort, Fang, Tel. 053450110. Mountain lodge.

AWAY MAE RIM RESORT, 43/1 Moo 6, T.Maeram, Maerim. T/F 053-044095. Spa, swimming pool, spa, restaurant.

BAAN NAM PING, 59 Moo 7, T. Khua Mung, Sarapee, Tel. 053-422060, 081-595-4016. Heliconias Garden longstay on Ping River.

BAMBOO COUNTRY LODGE, Mae Taeng. Cottages. Tel. 053-418589.

BELLE VILLA, Hangdong-Samerng Rd., Tel. 053-365318-21. 30 deluxe rooms. Restaurants and swimming pool.

BOTANIC Residence, opp. Sirikit Botanical garden, Samerng Rd., Tel. 053-290029. Meeting rooms, restaurant.

CHIANG DAO NEST, 144.4 Moo 5, Ban Tham, Chiang Dao. Mini resort. ranches 1 & 2, tours & trekking. Tel. 053-456242, 086-017-1985

DOI FARANG BUNGALOW Holiday Resort, Phrao, Tel/Fax. 053-474392. Bungalows with private bath. Restaurant. Swimming Pool. 40 mins drive.

DREAMCATCHER'S, Baan Buak Krok, Sarapee. 081-9504233, 081- 882 9008. Private and serene. Swimming pool.

FERN PARADISE, Sansai. Tel. 053-397563. 9 Cottages, swimming pool.

THE FIELD VILLAGE, Wangtarn Village, Hangdong Rd, Tel 053-279371.

FONDCOME VILLAGE, 333 Moo 11, Samoeng Rd., Tel: 053125333

GOLDEN ORCHID HILL Resort, Baan Pong, Tel. 053-365104, 15 rooms.

THE GRANARY RESORT, Sanpessuea, Tel. 053 110509. On river.

GREEN VIEW Resort, 183/1 Chotana Rd., Mae Rim, Tel. 053-298249

IMPERIAL MAE RIM Resort Sport Club, Mae Rim Rd, Tel 053-298326.

IMPERIAL TARA Mae Hong Sorn, Tel. 053-611021-4. Rooms, pool.

KRISADADOI Resort & Spa, Banpong, Hangdong. Tel. 053-365231.

KAOMAI LANNA Resort, Km. 29 Chiangmai - Hord Rd Tel 053-834470

LA BHU SALA ARTS VILLAGE, Sahakorn Village near Sankampaeng hot springs. Mobile 081 403 6441. Study applied art techniques.

MAE RIM LAGOON Hotel, Samerng-Mae Rim Old Rd, Tel 053-297288.

MAESA VALLEY Resort, Km.13 Mae Rim-Samerng Rd, Tel 053-290052.

MUANG PAI Resort, Pai, Chiangmai Office : Tel. 053-270906.

PANA HUTS, Mae Hong Sorn. Tel. 053-614331 or 081-617-3570.

PALM SPRINGS Lodge, Super highway, Tel. 053-308555.

PONG YANG GARDEN Resort, T. Pongyaeng, Maerim. Tel. 053-879151

ROONG AROON Hot Springs, 23 kms. east Sankampaeng Tel. 053-248475. **Villas, swimming pool, mineral bathing center.**

ROYAL CHIANGMAI GOLF, Km 32, Mae Jo-Phrao Rd, Tel. 053-849301

ROYAL PING Garden Resort, Km 52, Cmai-Fang Rd, Tel. 053-293233

RUEN RAYA RESORT RESIDENCE, 298 Moo 1, Maeram, Maerim. Tel. 053-860964, 053-298311. Swimming pool, restaurant. Relaxing, quiet.

SAMOENG Resort, 79 Moo 2, Samerng-Tai, Samerng, Tel 053-487072.

SANKAMPAENG Hot Springs, 25 kms east of Sankampaeng. Tel. 053-929077. Restaurant, swimming pool, private mineral baths.

SUAN BUA RESORT & SPA, Hangdong Samerng Valley. Tel. 053-365270.

SUKANTARA CASCADE, Taad Mork waterfall. Tel. 081-881-1444.

TARABURI Resort. Tandong Village, Hangdong Rd, Tel 053-345180-7

THARNTHONG Lodges, 99/1-3 Moo 8, Huay Kaew Subdistrict, Mae Orn District, Tel. 053-275125, 282988. Log cabins at 1,300 msl.

THATORN RIVERVIEW Resort, Thatorn, Mae Ai, Tel. 053-459289.