

## Thailand tuk-tuks set loose in SA

Student and youth travel company, STA Travel, in partnership with Tourism Thailand, launched its latest campaign to promote Thailand as a destination. Starting in Johannesburg, they've let loose a bunch of Thailand and STA Travel branded tuk-tuks that commuters will be able to take advantage of, starting in Johannesburg.



Why tuk-tuks? Because a billboard and a brochure can only do so much to showcase something epic, particularly when it comes to travel.

“STA Travel as a brand is not known for ‘typical’ marketing campaigns. We’re quite cheeky and edgy and are keen to do whatever we can to showcase destinations and tours in memorable and innovative ways. The way in which travel has been marketed before is changing in a big way, so brands are now almost forced to think outside the box to get consumers’ attention. We’re really excited about this Thailand campaign that we are launching together with Tourism Thailand, which is something fun not only for us but for travellers and commuters too,” says Anna Smith, marketing manager for STA Travel in SA.

As much as this is a branding exercise, there’s also a great opportunity for those with ants in their pants who’re keen to explore Thailand. Anyone who spots a tuk-tuk and approaches it will receive a promo code that will entitle them to R500 off any Thailand holiday with STA Travel. These promo codes will be redeemable in any STA Travel store around the country. As always, terms and conditions apply.

Thailand as a holiday destination has long been a firm favourite for South Africans of all ages, with its popularity having increased significantly over the past few years. Besides the affordability aspect, there are many other reasons that contribute to Thailand's appeal: the beaches, the nightlife, and the shopping, to name but a few. For those who happen to catch an STA Thailand tuk-tuk riding around Joburg and are Thai-virgins, here are a few handy tips to bear in mind when you book that Thailand holiday:



### **For the beach bums and water enthusiasts**

Thailand is probably most famous for its abundance of breathtaking beaches, and for good reason. Koh Tao (also known as "Turtle Island" because of its shape) has become a scuba diving mecca for both beginners and experts. While the main focus is diving due to the abundant fish life and close proximity of dive sites to the island (you can get to two dive sites in about 40 minutes) there's also the option of snorkelling and enjoying the spectacular marine life in that way. Railay beach in Krabi is another spot that should be atop your bucket list of incredible beach spots. The crystal clear water surrounded by iconic gigantic rocks is bound to take your breath away.

### **For adventure junkies and outdoor fanatics**

Khao Yai National Park (about a three-hour drive from Bangkok) and Khao Sok National Park (closer to Phuket, Krabi and Koh Samui) are another two hot spots for outdoor enthusiasts where you'll find an abundance of waterfalls, caves and jungle inhabitants. Chiang Mai, situated in a more mountainous area, holds many hill tribe trekking options, be it for one day or overnight. If rock climbing is your thing, make sure you stop over in Krabi. Koh Tao, although famous for scuba diving and snorkelling, also provides the opportunity for jungle hiking to be done in exploring the eastern side of the island, which is far less open to development due to the sloping geography. For those wishing to take part in a traditional Muay Thai (Thai kickboxing) lesson, this is easily arranged and you will soon learn how hard it is to train in tropical heat.

### **For the party animals**

The party animal mecca in Thailand? Koh Pha Ngan - most famous for their Full Moon Party - a monthly dance music festival set on Haad Rin Nok Beach which is scheduled every month at full moon. The event primarily features electronic music and attracts around 30,000 party-goers in a normal month who enjoy the tropical beach, party atmosphere and beach buckets filled with booze. This area has an abundance of beach bars, pubs and clubs to ensure the party rocks until the early hours of the morning. Phuket's famous Bangla Road in Patong Beach is another awesome area with a plethora of party options for you to have some fun right through until the morning.

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