

Thailand Landing Page

THAILAND

HEADLINE: Enchanting and Eccentric

BODY HERO COPY:

One of the most unique and inviting countries in the world, there's no question why Thailand is dubbed the "Land of Smiles." Whether you're enjoying your first taste of coconut ice cream or saying *sà-wàt-dee* --hello-- to a friendly local, the minute you arrive, you'll be grinning from ear to ear.

HEADLINE: What You Can't Miss in Thailand

BUCKET 1:

Headline: Temple Excursions

Subhead: Serene Reflections

Body:

Buddhism is the most common religion in Thailand and Buddhist *wats*, or temples, are an integral part of Thai culture. Immerse yourself in the peaceful atmosphere of these quiet sanctuaries and experience the rich spirituality when you gaze at sacred statues and intricately designed architecture.

BUCKET 2:

Headline: Thai Cuisine

Subhead: Sizzling and Spicy

Body:

World-renowned for its diverse textures and savory flavors, Thai food is best enjoyed street side. From *som tam*, spicy and fresh papaya salad, to classic pad Thai noodles, taste the exquisite flavors of this iconic cuisine like a true local.

BUCKET 3:

Headline: Island Hopping

Subhead: Paradise Found

Body:

There are an innumerable number of picturesque islands dotting Thailand's shores. Dip your toes into the crystal clear waters and white sand beaches of these breathtaking natural landmarks when you visit the Land of Smiles.

EXPERT ADVICE:

“Those who visit Thailand are asked to show signs of respect as the Thai people themselves do. Some things to keep in mind: One is expected to remove shoes upon entering a temple.”-Diana Ditto, Director of Product Design

HEADLINE: Iconic Cities in Thailand**BUCKET 1:**

Headline: Bangkok

Body:

Bangkok is a city in motion. It's easy to be captivated by this vibrant metropolis, with its speeding tuk tuks, simmering food stalls, and towering skyscrapers. You can also experience the cultural side of Thailand's capital city by cruising down floating markets and meandering through ancient temples.

BUCKET 2:

Headline: Chiang Mai

Body:

A picturesque city in Northern Thailand, Chiang Mai is renowned for its abundance of sightseeing opportunities, from sparkling temples to mountainous scenery. Venture through the bustling Sunday night market to find the most intriguing souvenirs and delicious street fare.

BUCKET 3:

Headline: Ayutthaya

Body:

Founded in the 1300s, Ayutthaya is a land steeped in history. The former capital of the country, this historic city is filled with ruins. Wander among the remnants of this ancient civilization and admire spiritual temples and breathtaking statues.

BUCKET 4:

Headline: Phuket

Body:

Phuket is an island paradise complete with breathtaking limestone cliffs, ivory sands, and turquoise waters. This popular tourist destination not only offers exquisite beach views, but you can also enjoy different types of excursions, like exploring jungle scenery or perusing handicrafts at a night market.