

DISCOVER PATTAYA

**TURN
SCREEN TIME
INTO
SKILL TIME**



More inside cover and on page 34

COMPLIMENTARY COPY

TURNING SCREEN TIME INTO SKILL TIME



Esports education finds a home in Thailand, launched from Pattaya

Across Thailand, a new kind of classroom is taking shape; one where teamwork, focus and communication are learned through the language of gaming. At the centre of that movement is Squid Esports (Thailand), the exclusive regional distributor of Squid Academy (UK), whose internationally accredited esports curriculum and technology are used by schools and universities around the world. From its base in Pattaya, the Squid team is helping redefine what esports can mean for young people: not only competition, but community, confidence and clear pathways into the modern digital economy.

That philosophy connects three strands of work already under way. There is player development at the Squid Esports Training Pod in Pattaya; there is classroom learning now running in schools throughout Chonburi and Khon Kaen, with the first international school, Mooltripakdee International School (MIS), due to launch next month; and there is higher education, with a leading university in Bangkok preparing to open the country's first credit-bearing esports course focused on the business of esports. Together, these strands show that gaming can be guided, measured and taught with the same seriousness as any other subject.

The Pod: Training Like a Pro

Nestled inside Wonderspace Pattaya, just off Highway 7, students aged ten and up join group training sessions at the Squid Esports Training Pod, Thailand's first dedicated esports training facility. Here, competitive play is approached with the structure of sport. Sessions combine technical drills, scrimmages and tactical reviews with lessons on posture, recovery, mindset and communication. The goal is simple: to teach young players how to train like professionals, sustainably and as part of a team.

"When my daughter Emma joined, I assumed she would just improve at the game," says Rob, a Pod parent. "What I did not expect was the change in confidence. She is calmer, more focused and handles challenges at school better too." Students progress at their own pace and learn the same values that define traditional athletics; consistency, composure and respect for the process - now applied to a digital arena.

As the program expands, Squid Esports (Thailand) also advises schools, hotels and entertainment venues on designing and building professional LAN centres that meet international standards for performance and hospitality. These spaces can host training, leagues and accredited education under one roof, helping venues turn gaming into a structured, community-driven experience.

"She's calmer, more focused and handles challenges at school better too."

— Rob, Pod Parent



Esports Class in session at the Muang Pattaya 11 School

High School Esports: Learning the Industry from Every Angle

Beyond player coaching, Squid Esports (Thailand) works directly with schools to deliver a holistic, accredited curriculum that introduces students to the full world of esports. Across Thailand, students learn the foundations of major titles while exploring the many roles that make the industry function, including broadcasting, coaching, team management, event production, marketing and digital wellbeing.

These programs align closely with the Digital Economy Promotion Agency (DEPA), whose mission to strengthen digital literacy and innovation in education has guided much of Squid's national rollout. Together, these collaborations are helping bridge the gap between youth engagement and Thailand's fast-growing digital economy. Teachers and partners are already seeing the results. Jetsada Pilathong of Muang Pattaya 11 School notes that structured esports study has improved students' discipline, teamwork and time management, while parents' attitudes shift once they see the focus behind the play. In the northeast, Apicha Kittisuwan, President of Focus Arena, has partnered with local education offices to align delivery with international standards so that students gain real, transferable skills for future study and work.



**Ajarn Janjao and the Squid Esports (Thailand)
Team posing with Squid sponsored jerseys**

University Level: The Business of Esports

The next step arrives early next year when a leading university in Bangkok launches Thailand's first credit-based esports program, together with Squid Esports (Thailand). The course examines the business of esports, from sponsorship and event operations to marketing and team management, bridging academic study with industry practice.

"We are excited to be part of something that is breaking new ground in Thailand," says a professor at the university. "This is not just a course; it is a step toward recognising esports as a serious academic and career pathway. We are proud to help make that history."

Thailand's Esports Future

While Pattaya is where Squid Esports (Thailand) first began its work, the vision extends far beyond one city. From evening practice sessions at the Pod to accredited lessons in classrooms and the upcoming university course in Bangkok, each initiative contributes to a national framework for esports education that blends structure, responsibility and opportunity.

These program sit within Thailand's broader digital vision, supported by forward-thinking partners such as the Chonburi Esports Association and DEPA, both of which are helping position the country as a regional leader in digital learning and creative technology. As Methee Juesuwan of the Chonburi Esports Association explains, "Our goal is to make Chonburi the Wembley of Esports — a centre for world-class tournaments and opportunities for young talent."

Step by step, this collaboration between educators, developers and government bodies is transforming how young people learn, train and connect. What once began as gaming is now a guided pathway into the digital economy, preparing students for the industries of tomorrow while strengthening Thailand's global reputation for innovation. Schools, universities, venues and organisations interested in joining this growing movement can connect with Squid Esports (Thailand) to explore training, accredited program and facility design consultation.

Together with national partners, the team is helping Thailand build the future of digital education — one player, one classroom and one centre at a time.

Find Out More

Email us at office@squidesports.com

Visit us at www.squidesports.com



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DISCOVER PATTAYA

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ARRIVES IN PATTAYA**

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This Month in Discover Pattaya

Hi Everyone

How lovely it is to be heading into a Thai Winter. I think we've all had our fill of the rainy season and are more than ready for some sun filled days with lower temperatures and much less humidity!

Discover Pattaya have been kept busy interviewing Tony from Magna Carta - always so interesting and insightful, and on a less serious note painting tortillas at our favourite Mexican restaurant Buenos. Yes the publishing world is nothing if not varied! Also with the subject of esports on the cover this month we have decided to look at tech in general and the benefits of getting your kids into gaming. We then decided to put ourselves through ChatGPT to see what the AI world is saying about us, see the results on page 20.

So with early preparations for Christmas and the New Year, the team's calendars are filling up. There are plenty of events and parties on the horizon, culminating in the Southeast Asia Property Awards in December. We will be covering this spectacular event as always, but in the meantime you can get a taste of what's to come with Dot Property's Real Estate Awards on pages 60 & 61. Don't forget PILC's annual Christmas market is on the 16th at the Holiday Inn. It's perfect if you're looking for inspiration for gift ideas (I could use a new iPhone, if that helps?).

Have a wonderful November - and enjoy the fireworks!

All the best

Gloria x

gloria@pattayatrader.com

Pattayatrader.com [Pattaya Trader YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)

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MAGNA CARTA

Rugby School
THAILAND

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Christmas & New Year *Festivities*

Enjoy 20% Early Bird Discount
when you book and prepay by 30 November 2025!



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Pattaya International Fireworks 2025

Mark the Pattaya International Fireworks Festival in your diary, for the 28th - 29th November 2025. Watch the fireworks paint the sky in vibrant colours from Avani Pattaya's rooftop. Enjoy a wide array of food and drinks. All in a relaxed and cool ambiance.

Price: THB 4,500++ per adult per night

Time: 7:00 pm - 10:00 pm

Package includes free flow drinks, live food station and seating. Call now to learn more about our early bird and group offers.

Avani Pattaya Resort
218/2-3 Moo 10, Beach Road, Pattaya 20260
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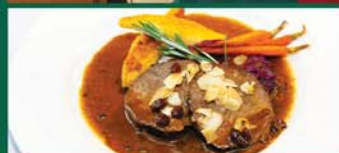






A SPARKLING FESTIVE SEASON FULL OF EXCITING CUISINES & ENTERTAINMENT AT ROYAL CLIFF, PATTAYA

Step into a world of wonder this festive season at Royal Cliff Hotels Group, where the joy of Christmas and the excitement of New Year come alive in spectacular style. Indulge in exquisite dining, world-class entertainment, and unforgettable moments at Pattaya's iconic luxury destination.



24 December 2025 CHRISTMAS EVE SET DINNER

Experience the enchantment of Christmas Eve with a premium four-course dinner thoughtfully crafted to capture the spirit of the season. Savour festive highlights and select one main course from Traditional Roast Turkey, Roasted Australian Beef, or Honey-Glazed Ham, before ending the night with indulgent desserts including Traditional Christmas Pudding or Panettone French Toast with salted caramel ice cream. Immerse yourself in the warm and elegant atmosphere of Royal Cliff, where the soft glow of candlelight and the sound of carols create a truly magical evening. Children get ready for a surprise visit from our beloved Santa Claus.

At Royal Grill Room & Wine Cellar Restaurant, Royal Cliff Beach Hotel
6:30 – 11:00 pm

THB 2,400++ per person

(50% discount for children aged 4 - 12 years)



25 December 2025 CHRISTMAS DAY LUNCH BUFFET

Our Celebrate Christmas Day lunch is one of the most popular event in Pattaya that gets booked up very quickly. Enjoy a lavish buffet brimming with festive favourites and global specialities. Delight in a magnificent selection that includes roast turkey, pigs in a blanket, Christmas ham, crispy pork belly, Chinese duck pancakes, sushi and sashimi, Australian Wagyu Beef Massaman Curry, Indian Mattar Paneer, pan-fried seabass, and an array of seafood on ice served with a variety of condiments. Enjoy live cooking at the fresh pancake station and a tempting range of desserts. The joyful atmosphere is enhanced by live music and a special visit from Santa, making it a delightful celebration for all ages.

At Panorama Restaurant, Royal Cliff Beach Hotel
12:00 – 3:00 pm

THB 2,400++ per person

(50% discount for children aged 4 - 12 years)



31 December 2025 THE LOST WORLD LUXE GALA NEW YEAR'S EVE PARTY

Welcome 2026 in grand style at The Lost World Luxe Gala, an unforgettable New Year's Eve celebration set amidst a world of prehistoric adventure. Encounter mighty T-Rexes, radiant raptors, and lush jungle-inspired décor as you dine and dance beneath the stars. Indulge in a sumptuous international grand buffet featuring premium seafood, prime cuts, pizzas and decadent desserts. Enjoy spectacular live entertainment, dazzling performances, interactive games and breathtaking sea views. As midnight approaches, raise your glass to the New Year and witness a grand fireworks display illuminating the night sky.

At Poolside, Royal Cliff Beach Hotel
7:00 pm Onwards

THB 6,500++ per person

(50% discount for children aged 4 - 12 years)

A magical holiday full of glamour, excitement and celebration awaits.

Prices are subject to 10% service charge and 7% government VAT.

For reservations or further enquiries, please contact Royal Cliff's Guest Relations Department at (+66) 38 250 421 Ext. 2037, email relax@royalcliff.com, visit www.royalcliff.com, or connect with us on LINE @Royalcliff or WhatsApp +66 84 228 9596.



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FARM TO TABLE

BY UNCLE REE




INTERCONTINENTAL
PATTAYA RESORT

infiniti MONSOON
VALLEY

Meet Uncle Ree, the sustainable farmer behind Uncle Ree Farm and Omakahed. With twelve years of farming experience, he focuses on cultivating thriving mushrooms that inspire the menu. At Omakahed, the kitchen opens only when the mushrooms are at their peak, ensuring no two menus are ever the same. Join us by the sea to enjoy seasonal mushroom creations paired with fine wines for a culinary experience like no other.

22 NOVEMBER 2025

AFTERNOON EVENT

3:00 PM – 5:00 PM

Masterclass Workshop

Learn how to grow and preserve mushrooms. Includes soft drinks and a take home gift.

THB 650 NET
PER PERSON

EVENING EVENT

6:30 PM

Welcome Reception
with canapés and sparkling wine.

7:15 PM

4-course set dinner with matching wines.

THB 1,950 NET
PER PERSON

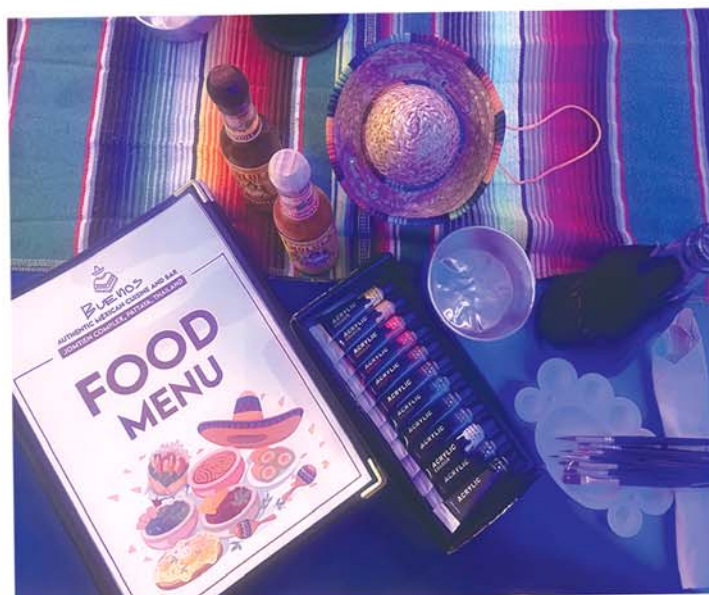
20% SAVINGS FOR IHG ONE REWARDS MEMBERS

For reservations, please call **038-259-888**
or email: **Reservations.ICPattaya@ihg.com**



WHAT ARE YOU DOING NEXT TUESDAY?

WHY NOT PAINT A TORTILLA?



When my daughter was in primary school, I would often go out for lunch or early dinner with a couple of friends and their children. While we mums chatted, it was always good to find something to keep our little ones entertained—especially since they always seemed to finish their meals much faster than we did!

My friend Fran was always on hand armed with colouring pencils and photocopied “paint-by-numbers” sheets for the girls. Quite often, though, the mums would end up joining in, even finishing off the pictures ourselves! There was something so relaxing about the colouring activity it couldn’t just be left to the under-tens! So, when Discover Pattaya were invited to join Tuesday Tortilla Painting at Buenos Mexican Restaurant, we couldn’t resist the chance to mix art and culinary delight once again.



We’ve already sung Buenos’ praises in our article “Buenos Really Is So Damn Good!” still available on the Dining Reviews page at pattayatrader.com.

Buenos truly have everything you could want from a local Mexican restaurant: great food, friendly service, vibrant ambiance, authentic music, and colourful décor.

Having a bad day? I defy you to stay grumpy after spending a couple of hours in this cheerful Jomtien Complex hangout—and that’s before you’ve tried the tequila or their now-famous Jalapeño Snake Bite shots!

Every Tuesday from 7 p.m., you can bring your partner, friends or the whole family to enjoy Tortilla Painting Night. Everything you need is provided: paints, mixing tray, brushes, and of course your "blank canvas" tortilla, and if you're short on inspiration, just look around you.

The owners of Buenos have made several trips to Mexico, bringing back mini piñatas, table runners, and colourful decorations that make the restaurant such a feast for the eyes.

From the first time I ate at Buenos, I was struck by a huge double-faced wall painting opposite my table. So, while happily munching on crispy nachos and sipping a cold one (or two), I decided to try recreating it on my tortilla.



The Tuesday we visited, happened to be a hectic time for us, we were in the final days of finishing the magazine, which is always the most frantic part of the month. Yet as I daubed away, with Mariachi Music in the background, I felt completely relaxed.

So why not give it a try yourself? Whatever your age, you'll find Buenos' Tortilla Painting Tuesdays wonderfully therapeutic - and by the way, the food and frozen margaritas are absolutely delicious too! Also, keep an eye on their Facebook page for regular promotions—like Buy 1 Get 1 Free beverages on Thursdays, 10% off Nachos on Wednesdays etc. etc. and they also hold fun eating competitions with cash prizes.



BUENOS MEXICAN RESTAURANT

Jomtien Complex, 413/9-10
Thappraya Rd, Pattaya
(directly opposite the
M2M Bar and Cabaret
showbar)

Operating Hours:

Monday Closed
Tuesday 5pm – 1:30 am
Wednesday 5pm – 1:30 am
Thursday 5pm – 1:30 am
Friday 5pm – 1:30 am
Saturday 5pm – 1:30am
Sunday 5pm – 1:30 am

New Collection of the Month



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**PP
Side Table**



Plastic Sunbed



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Very Comfortable !**



**Plastic & Textilene
Relaxing Armchair Collection**



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>52 to 74cm<

TYMOR Alu Sofa Set 5-Piece



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Outdoor Furniture

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Pattaya International Fireworks 2025

Mark the Pattaya International Fireworks Festival in your diary, for the 28th - 29th November 2025. Watch the fireworks paint the sky in vibrant colours from Avani Pattaya's rooftop. Enjoy a wide array of food and drinks. All in a relaxed and cool ambiance.

Price: THB 4,500++ per adult per night
Time: 7:00 pm - 10:00 pm

Package includes free flow drinks, live food station and seating. Call now to learn more about our early bird and group offers.



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No discount is applicable for free-flow packages.



Scan the QR code to view The Beach Club Pattaya Menu.

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Everyday / 11am onwards
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Soak up the sea, sun, and sand - just order from our menu or rent water-sports gear for the perfect beach day!

Walk-in: THB 2,000
Reserve for up to 6: THB 4,000

Japanese Bites!

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SCAN TO BOOK A TABLE!



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Everyday / 2-5pm @ The Beach Club Bar
Drinks from THB 140 net

Scan the QR code to view Happy Hour Menu.

The Beach Club Pattaya | Open every day from 11am until 9pm (10pm on Friday & Saturday)

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PULLMAN PATTAYA HOTEL G

Miami Glam

FESTIVE VIBES

Christmas Eve Dinner

24th December / 6.30 - 10pm

@ The Beach Club Restaurant

Adults @ THB 2,350 net inc. coffee & tea

Christmas-inspired Buffet & Fresh Seafood /
Acoustic Live Band

Kids (7-12 years) @THB 700 net

Kids under 7 years eat for free

**Add THB 1,000 net for free-flow house wine,
local beer, selected cocktails and soft drinks**

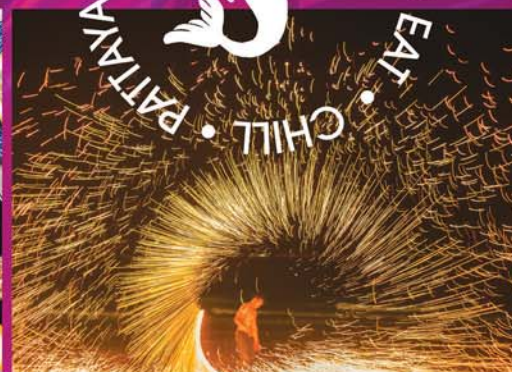
Christmas Day Brunch

25th December / 12 - 3pm

@ The Beach Club Restaurant

Adults @ THB 2,350 net inc. coffee & tea

Christmas-inspired Buffet & Fresh Seafood /
Live DJ / Kids Buffet / Supervised Kids Activities



Glam Beachfront Last Sundowner Party

31st Dec / 5.30 - 8pm @The Beach Club Bar

Party Bed @ THB 4,000 net (Max. 6)

THB 2,000 F&B Credit/
A bottle of Prosecco Wine
Live DJ & Saxophonist

Ring in the Glam New Year's Eve Dinner

31st Dec. / 6.30 - 10pm @ The Beach Club Restaurant

**Adults @ THB 2,750 net
inc. coffee & tea**

Festive-Inspired International Buffet /
Fresh & Grilled Seafood

**Add THB 1,000 net for free-flow house wine,
local beer, selected cocktails and soft drinks**

Kids (7-12 years) @ THB 900 net
Kids under 7 years eat for free

Miami Glam Night 2026 Countdown Party

31st Dec / 9pm - 1am @The Beach Club Bar

Live DJ / Live Fire Show / Fireworks

Party Bed @ THB 9,999 net (Max.4)

Party Bed / THB 3,000 F&B Credit /
A Bottle of Champagne

**Beachfront VIP Party Bed
@ THB 14,999 net (Max.4)**

Beachfront Party Bed / THB 5,000 F&B Credit /
A magnum Bottle of Champagne



**SCAN HERE!
FOR MORE INFO**

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Good to see well
thumbed copies of
Discover Pattaya
at Cafe Blu.





406/333 Jomtien Thapraya Rd

Tel: 038 251 250

HEMINGWAYS

JOMTIEN



Christmas Menu

Thursday December 25th 2025

STANDARD 1,695 THB

KIDS 845 THB
(Under 12 years)

THAI 895 THB

Starters

**Prawn Cocktail -OR- Cream of Tomato Soup
-OR- Chicken Liver Pate on Toast**

Mains

Roast Turkey & Ham

Tradition roast Turkey & honey glazed ham with cheesy mashed potato, roast potato, green beans, glazed carrots, cranberry sauce & homemade stuffing

-OR-

Slow Roast of Wagyu Beef

A tender roast of wagyu beef served with cheesy mashed potato, roast potato, green beans, glazed carrots, horseradish sauce & homemade stuffing

Desserts

Christmas Pudding or Mince Pie

with custard or whipped cream -OR-

Strawberry Mousse -OR-

Fruit Salad and Ice-cream

Starters

**Vegetable Spring Rolls -OR-
Deep Fried Prawn Cakes**

Mains

(Any 2 Dishes from the choices below)

**Chicken Penang Curry
Grilled Pork Neck Salad
Tom Yum Kung (prawns)
Stir Fried Beef Peppers**

Desserts

**Mix Fruit & Ice-Cream -OR-
Chocolate Brownie & Ice-Cream**

SITTINGS

1PM - 4PM - 7PM

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RESERVATIONS ON 064 620 9225

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November's Pizza

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virgin olive oil & Parma Ham**

PIZZA of the *MONTH*



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FACEBOOK LOCATION



CHAT GPT

**PATTAYA
TRADER**

DISCOVER
PATTAYA

We put ourselves through ChatGPT - Here's what it says:

Pattaya Trader, now Discover Pattaya, stands as a dynamic media brand blending print, digital, and marketplace services, —serving readers, expats, tourists, and businesses throughout Pattaya. Pattaya Trader began around 2000 as a trading-focused magazine—a local “trading bible” where people could buy or sell cars, motorbikes, furniture, and more. It originally consisted largely of classified-style ads, serving as a marketplace for readers and locals.

Over time, the publication evolved. The design upgraded to a laminated, glossy format, reducing clutter and enhancing readability, while expanding into digital platforms.

In 2020, amid the COVID-19 pandemic, Pattaya Trader took its next transformation: rebranding as Discover Pattaya, a vibrant, free, full-color lifestyle magazine. It shifted its focus from classifieds to lifestyle content—travel, dining, property, expat life, sports, and community features.

What It Offers Today

- Lifestyle Magazine: Now known as Discover Pattaya, the publication features articles on dining, travel, property development, sports, community events, and more.
- Distribution: The magazine is distributed free across strategic locations—hotels, restaurants, Food Land, Villa Market, and other high-traffic venues—to reach both residents and tourists.
- Digital & Social Presence: Beyond print, Pattaya Trader maintains a strong online and social media presence. It houses multiple Facebook groups (e.g. Pattaya Trader Group, Pattaya Trader Expat Ladies page), a website, YouTube channel, and other digital platforms to engage readers and advertisers.

Benefits for Businesses & Advertisers

According to commentary from sources like Bangkok Expats, Pattaya Trader (including Discover Pattaya) has become a trusted and impactful platform for businesses aiming to grow within Pattaya:

- Offers print and digital advertising, editorial features, and strong social visibility.
- Distribution channels ensure ads reach hotels, restaurants, expats, and tourist hubs—delivering high engagement.
- Inclusive of editorial features & business spotlights, event promotions, and trend coverage—all adding credibility and storytelling value
- With Pattaya's thriving tourism and property markets—especially as part of Thailand's Eastern Economic Corridor—Pattaya Trader can help businesses capture local and tourist interest.

Try it for yourselves. Put your business through an AI search to find out how you are being presented.



WE'VE GOT YOU COVERED

**LOCAL CREMATIONS COVERING PATTAYA
AND ALL REGIONS OF THAILAND**

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Platu One Design Sailing in Thailand

History of the Platu (the Platu 25 Story)



A group of Thai businessmen formed a company known as Phatra Marine Products Company Limited. They wanted to build a marina in Hua Hin on the west coast of the Gulf of Thailand and run a fleet of One Design boats. With connections to Bruce Farr, they asked the famous designer to create an economically-priced, high performance one-design yacht especially suited to the waters in the Gulf of Thailand. The boat would be small and named after a small fish which is a delicacy here in Thailand ("Pla" is Thai for fish and "Tu" is a certain type of fish).

The first Platus were built by McDell Marine in New Zealand and on 19 March 1995 the first 28 were delivered to Pranburi on the Gulf of Thailand and based at the former Phatra Marina. Unfortunately, in 1997, there was a financial crash in Thailand and the development of the Hua Hin marina was stopped.

In 1996, the first Platu 25 One Design Regatta, with 24 entries, known as the Coronation Cup, was held off the coast of Hua Hin. This was a result of the owners wanting to link their regatta to King Rama IX, who was a keen yachtsman. The date, May 5th, commemorated His Majesty the King Rama IX's Coronation in 1950.

As a result of its successful design Beneteau visited the fleet in Pranburi and decided to buy moulds from McDell Marine and began manufacturing the Beneteau 25 in Europe. They had to make some small modifications to the original boats including a 40mm slimming of the deck to accommodate the road transport rules of most European countries. In 2007, the class was registered with the ISAF and a set of international class rules was produced.



Thailand produced an “amendment to International class rules” to accommodate the minor differences between the original Mcdell and the Beneteau Platus (There are now approximately 600 Beneteau 25's in Europe and Worlds events are attracting up to 100 boats.)

In 2008, Xtreme Sailing Products (XSP) of Singapore bought the original Mcdell moulds and the rights to produce the Platu and Mcdell ceased production. It is ironic that XSP's first order for 11 Platus (built in Batam) came from New Zealand, where the first Platus were designed. Since then, their boats are being sold all over Europe and are becoming known for their excellent quality. Previously, the Coronation Cup – part of the Platu Racing Series – was seen as one of the most prestigious yachting trophies in Thailand. The event was always held in early May, and used to be part of the Top of The Gulf Regatta.

Ocean Marina Jomtien (OMJ) recently decided to restore the tradition by holding the May Platus series on the first weekend of May to commemorate the coronation of King Maha Vajiralongkorn (Rama X) on 4th May with plans to get the Coronation Cup sailing again, hopefully by next year.

In summary, the Platu 25 is a sports boat that is an agile, sleek and cost-efficient club racer. The specific design of the Platu 25, and its need for a well-organised crew, that makes it popular for professional & amateur crews to hone their skills & promotes fast, close and exhilarating racing. In recent years OMJ & Platu Thailand have welcomed sailors from Hong Kong, United Kingdom, USA, Latvia, Estonia, Netherlands, Denmark, Australia, Malaysia, Singapore, Greece, New Zealand & of course Thailand have participated.



The beauty of one-design racing and the short courses is that every race is close with any crew having the chance to win in any given race. You don't have the disparity in distance between yachts seen in other classes with different boat builds.

This One Design Championship has always provided some of the closest, most exiting racing in the Land of Smiles. Ocean Marina Jomtien and Harbor Master Scott Finsten graciously host the highly competitive World Sailing accredited, International Platu class.

Located just 90 minutes south of Bangkok (BKK) Suvarnabhumi International airport, Ocean Marina Jomtien has world-class facilities & is the largest marina in ASEAN, accommodating a diverse range of marine craft from superyachts to the Platu fleet & dinghy sailing.

Q & A with Peter Winters, co-organizer of the Platu Racing Series

A) How many events make up the Platu Racing Series? This year there are six events and we are aiming to keep it to six. Having more events means more people can make individual regattas because it's likely at least one of the weekends won't have a conflict with their regular sailing schedule. It also works well to have events scattered through the year, so that our European and antipodean friends can escape their respective winters.

The dates have been chosen to complement the other Asian sailing regattas, where possible. Meaning that someone travelling from abroad can do the Langkawi regatta and an event would fall the following weekend. Same for the Bay Regatta and the Phuket Yacht Club's Yacht Sales Co Regatta. The September event is a week before the Platu world championships, so a stop in the way to Europe for the Easy Tiger team. The last scheduled event falls just before the Raja Muda regatta.

B) How many races make up one event? Kev Scott was the driving force behind the Platus for many years. But we have changed the format slightly. We currently schedule five races on the first two days and then three on the last day, so 13 in total.

C) Tell us about the organization and who people should contact if they want to race Platus? Guy Kennard and I took over the organization at the start of 2024. We took the fleet from only three-four boats racing at times to nine boats at Ocean Marina in our first event; we now have 11 Platus out sailing. There is a Facebook page and a website coming. The email contact is: platuthaiomj@gmail.com. We welcome anyone to come sailing. The series has recently been sailed by many high-end sailors, Olympians, America's Cup sailors, world champions and TP52 sailors as well. And we do offer coaching services and have professional sailors that offer very competitive prices for sailing in the regattas and coaching. We also have a good network of local amateurs. From young sailors that are keen to race to salty veterans that know a few things and love the Platu fleet.



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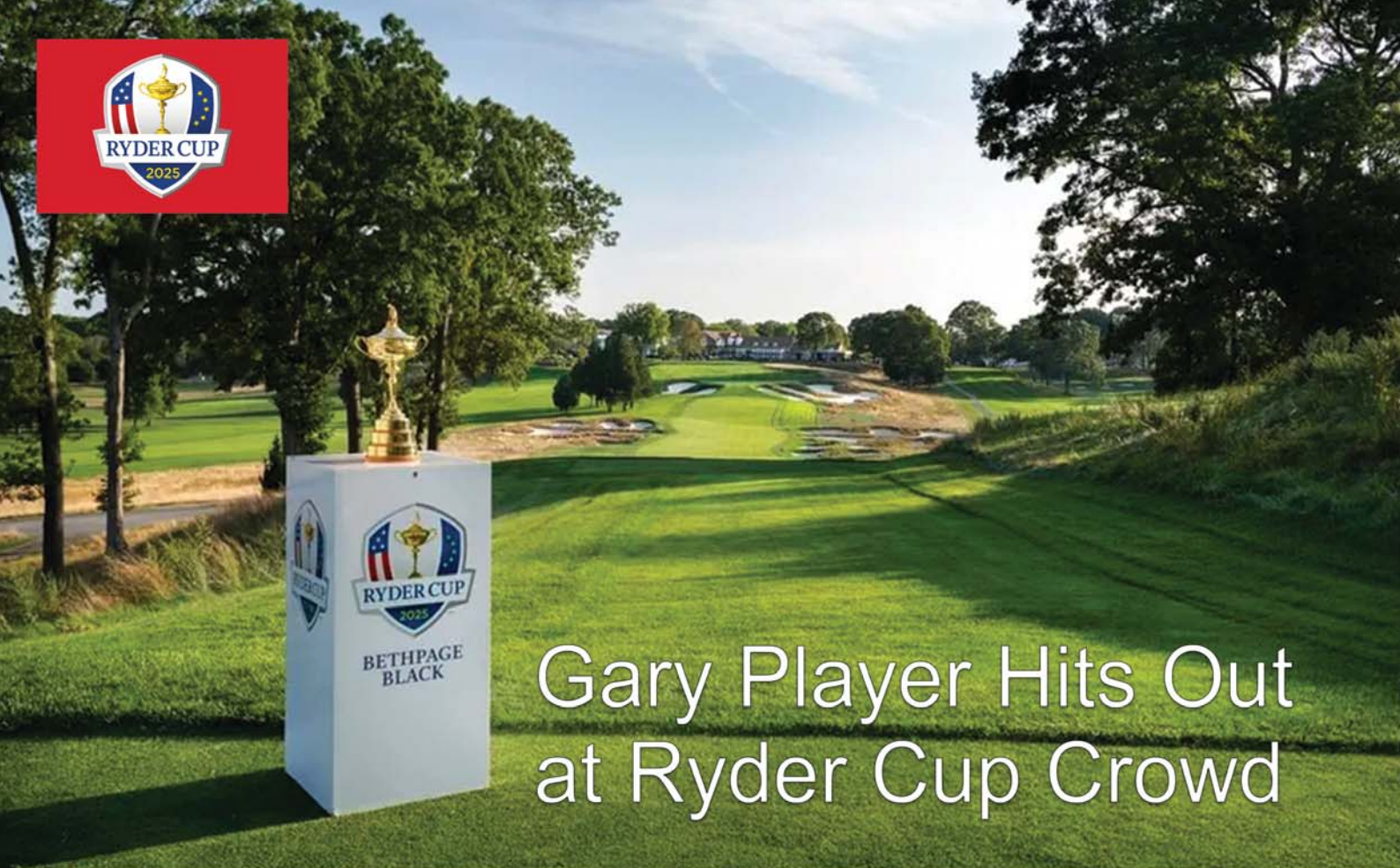
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Gary Player Hits Out at Ryder Cup Crowd

By Steve Wade

Just as the heat was dying down about the behaviour of the fans at the recent Ryder Cup in New York, the legend that is Gary Player, who let's not forget is one of the greatest to ever play the game, has come out and lambasted the way the crowd responded to the European team at Bethpage Black. "I was disgusted, so to me, the Ryder Cup is a shambles" was one of many quotes attributed to the South African in an article that clearly displayed his anger at the turn the game of golf has taken in allowing the sort of behaviour we saw at the event take place. His lament struck a chord with me, particularly when he said "I look at it and I'm in a state of shock. I think to myself what would Ben Hogan have said? What would Arnold Palmer have said....if Arnold Palmer had seen that today....."



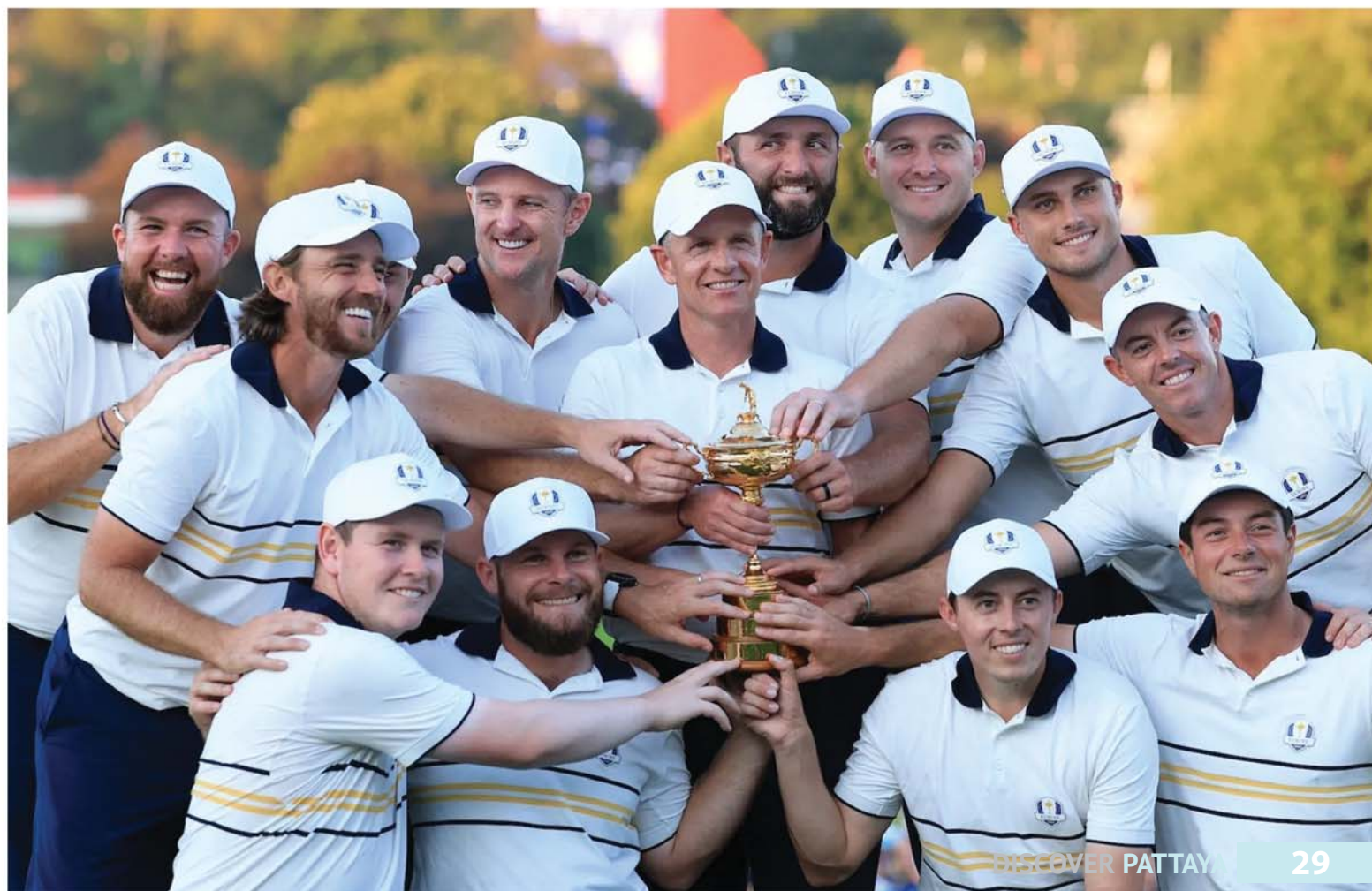
Tom Watson, also one of the best to ever play and a man who conducted himself impeccably throughout his career, felt compelled to issue a statement recently congratulating the European team. And, in his own words "more importantly, I'd like to apologise for our American crowd at Bethpage. As a former player, captain and as an American, I am ashamed of what happened.

I felt much the same way myself after watching as much as I could stand of the event through my fingers. I first started playing golf many years ago, when Jack Nicklaus, The aforementioned Gary Player, Lee Trevino and many other great players were at the top of the game and although you admired their great skill, as important as that was the way they conducted themselves, even under the greatest pressure.

Of course the kind of behaviour we witnessed at Bethpage is nothing new. When Jack Nicklaus first burst onto the scene in the early sixties fans of Arnold Palmer, nicknamed the king and the swashbuckling saviour of the modern game, stood behind bunkers as they played together and held up signs saying "right here Jack", hoping to unsettle the great man. Since then, in every other tournament except the Ryder Cup, fans have certainly become more boisterous but in general they continue to respect the game and the players.



Before the competition at Bethpage it was quite clear that the crowds were going to be a problem. It was pointed out by many people beforehand that a hostile crowd was almost certain at the New York venue, and that's what it got, in spades. I must say that players from both sides, especially over the last fifteen years, have not helped themselves by increasing the on-course antics every time a putt drops or an approach shot gets to within a few feet of the hole and unless they play the game in the spirit it was intended, the unfortunate scenes we witnessed in New York will continue. Grace under pressure was one of the defining attributes in a great player and of course the players that participated in the recent event carry themselves impeccably in all the individual events throughout the year, which makes the scenes at the Ryder Cup even more unpalatable. What is it about groups of men under a flag? Let's hope that the New York event was a high (or low) watermark for the type of behaviour we saw and the next match, due to be played in Ireland in 2027, is supported in such a way that respects the players, the game and its history.



GLORIA CATCHES UP WITH TONY AT MAGNA-CARTA



When someone's name is Anthony Justice, you might assume he is destined to work in a law firm. Yet, as Tony himself will be the first to tell you, he is not a lawyer. What he does is fulfill a vital role as Director of Sales and Foreign Affairs at Magna Carta Law Firm in Pattaya. Acting as the key liaison between non-Thai-speaking clients and the firm's legal team, Tony ensures that communication is smooth, and as he says "that everyone is on the same page." I first interviewed Tony back in 2023 on the occasion of Magna Carta's 20th anniversary and that interview is still available on the Expat Living page of our website, pattayatrader.com.

Now, as we sit together once again in Magna Carta's impressive offices on South Pattaya Road, it's clear that Tony's position remains as essential today as it was when he first joined the firm in 2003. Having lived in Thailand for nearly 30 years, he has witnessed Pattaya's transformation firsthand and has helped guide more than 600 clients through the ever-evolving legal landscape. Tony brings a unique perspective and extensive local knowledge to his work. Often the first point of contact for new clients, he discusses their needs before connecting them with the most suitable lawyer from Magna Carta's team.

Outside the office, Tony is a devoted family man, deeply proud of his wife and all his children, although I can't resist asking about his daughter Helen, who recently achieved an impressive 4th place in Miss Universe Thailand. Tony beams with pride as he talks about her and also tells me about his son David, who's followed her into the modelling world and now is a recognised actor, appearing in Thai TV dramas, including a recent vampire series.



Many Discover Pattaya readers will also recognise Tony as one of our regular contributors, writing informative articles on topics such as pre-nuptial agreements, estate administration, and other key legal issues. These can also be found online at pattayatrader.com. I asked what subjects clients are most frequently asking about lately and Tony mentions frozen bank accounts.

He's quick to clarify that this isn't because "Thai banks want to take our money," as some expats have said, but because in the past, non-Thais were sometimes able to open bank accounts using only a tourist visa, something that is actually illegal.

"The solution," Tony explains, "is simple. If you now have a long-term visa: retirement, work permit, etc., go to your bank and ensure they've updated your records. Your account will then be unfrozen. If not, you can withdraw your funds and close the account."

Another frequent topic is nominee shareholders in foreign-owned businesses. This is a more complex issue that often requires expert help to ensure full compliance with Thai law. It is especially important now that the Department of Business Development (DBD) is actively investigating such arrangements, particularly those involving property held under company names. The importance of having a Thai also remains a constant subject of discussion. When I ask Tony about the typical cost, he tells me that in 98% of cases, it's around 9,000 baht which I think is a remarkably small price for something so fundamentally important.

Magna Carta is a well established law firm that offers an extensive range of services, including litigation, civil, criminal, family, labour, and immigration law, as well as property conveyancing, business planning, accounting, and even the arranging of loans against property. Tony points out that some people assume because of the impressive offices and large staff that the firm will charge higher fees. However, Magna Carta have recently carried out cost comparisons that show they are extremely favourable with most other Pattaya law firms.

From my perspective, having known the Magna Carta name for as long as I've lived here, their reputation is exemplary and with Tony's approachable expertise helping clients navigate Thailand's often complex legal system, it's easy to see why.



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Discover the Difference at International School Eastern Seaboard

Nestled on the lush fairways of a golf course outside Pattaya, the International School Eastern Seaboard (ISE) has been quietly shaping futures for more than three decades. For families seeking an international education that balances academic excellence with personal growth, ISE offers a uniquely compelling choice.

What truly sets ISE apart is its sense of community. With intentionally small class sizes and a low student-to-teacher ratio, students are not lost in the crowd. "It really does feel like a family here," says Head of School Emily Cave. "Every child is known, supported, and encouraged to grow in ways that suit them best." That family-like atmosphere allows students to develop confidence, curiosity, and a genuine love of learning.

Parents often echo this sentiment. "We moved to the Eastern Seaboard from overseas and were nervous about finding the right school," says one ISE parent. "From the first week, our children felt welcomed. Teachers knew their names, classmates became friends, and we immediately felt part of a community."

As the only American-style international school on Thailand's Eastern Seaboard, ISE emphasizes the process of learning as much as the results. Through an inquiry-based approach, students learn to ask questions, think critically, and solve problems — skills that serve them well not only on exams but also in university and beyond.

Students themselves value this approach. "At ISE, I've learned how to think, not just what to think, I know how I learn best and I can manage my time;" shares a current high school student. "That's made me feel prepared for the IB Diploma, and I know it will help me when I go to university."

At the same time, ISE is proudly independent. Unlike franchise schools bound by corporate models, ISE has the freedom to design its own programs and maintain a strong, student-centered identity. This flexibility extends to its academic pathways: students can choose to graduate with a WASC-accredited U.S. High School Diploma or pursue the rigorous International Baccalaureate (IB) Diploma. Both options provide excellent preparation for admission to leading universities around the world.



The school's unique setting on a golf course has also helped nurture a number of exceptional student-athletes. ISE golfers have earned scholarships at top American universities and achieved high rankings at local and international golf tournaments — a testament to the way academics and athletics are balanced on campus. "Without ISE's support, I never would have had the chance to combine academics with my training," reflects one student preparing for university in the United States.

Another area where ISE consistently shines is languages. With an unparalleled range of language options and a track record of IB results that consistently exceed global averages, ISE equips students with the cultural and linguistic fluency needed to thrive in a connected world. An alumna now working in Europe recalls, "It was my IB language courses at ISE that opened doors for me. I was well-prepared to study abroad and now use those skills every day in my career."

The combination of family atmosphere, independent spirit, diverse diploma options, and strong academic and athletic programs makes ISE a rare gem in Thailand's educational landscape. "Our mission is to inspire and empower young people to make a difference," says an alumnus. "When students leave ISE, they leave not just with a diploma, but with the skills, values, and confidence to succeed anywhere in the world."

Families interested in learning more are warmly invited to visit the ISE campus and experience for themselves what makes this community so special.

ISE at a Glance

- **Established:** 1994
- **Location:** Burapha Golf Course, Chonburi
- **Accreditation:** Western Association of Schools and Colleges (WASC)
- **Diplomas Offered:** U.S. High School Diploma & International Baccalaureate (IB) Diploma
- **Student-Teacher Ratio:** Among the lowest on the Eastern Seaboard
- **Languages:** Wide range of offerings with above-global-average IB results
- **Athletics:** Strong support for student-athletes, member of multiple international school conferences



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At Regents International School Pattaya, the journey of learning begins with wonder. As one of only two schools in Thailand—and the only one on the Eastern Seaboard—to be fully accredited by The Curiosity Approach®, Regents is redefining early childhood education for families seeking a nurturing, imaginative, and inspiring start for their children.

The Curiosity Approach® blends the best of Reggio Emilia, Montessori, Steiner, and Te Whāriki philosophies. At Regents, this means classrooms filled with toys, as well as real-world, natural materials that spark imagination and creativity. Everyday objects become tools for exploration, helping children develop critical thinking, independence, and a lifelong love of learning.

“Our educators have transformed learning environments to create spaces that feel like home—rich in texture, warmth, and wonder,” says Ms. Kelly Heasley, Assistant Head of Primary – Early Primary.

Children are encouraged to ask questions, make discoveries, and take ownership of their learning journey.



Examples of Curiosity-inspired activities include:

- **Potion-making stations** using herbs, petals, and coloured water to explore sensory play and early science concepts.
- **Loose parts play** with shells, buttons, and wooden rings that encourage storytelling, counting, and design thinking.
- **Nature walks** where children collect leaves, twigs, and stones to create art or investigate seasonal changes.
- **Mini-world setups** using recycled materials to build imaginative scenes like farms, space stations, or underwater worlds.



For families seeking a school that values creativity, connection, and child-led learning, Regents International School Pattaya offers a truly special environment—where curiosity isn't just encouraged, it's celebrated.

To learn more or experience The Curiosity Approach® at Regents International School Pattaya, families are invited to contact admissions@regents-pattaya.co.th



Esports education finds a home in Thailand, launched from Pattaya

Across Thailand, a new kind of classroom is emerging—one where teamwork, focus and communication are learned through the language of gaming. At the centre of this movement is Squid Esports (Thailand), the exclusive regional distributor of Squid Academy (UK), whose internationally accredited curriculum and learning technology are already used by schools and universities around the world. From its base in Pattaya, the Squid team is helping redefine what esports can mean for young people: not only competition, but community, confidence and clear pathways into the modern digital economy.

Player Development (The Pod)

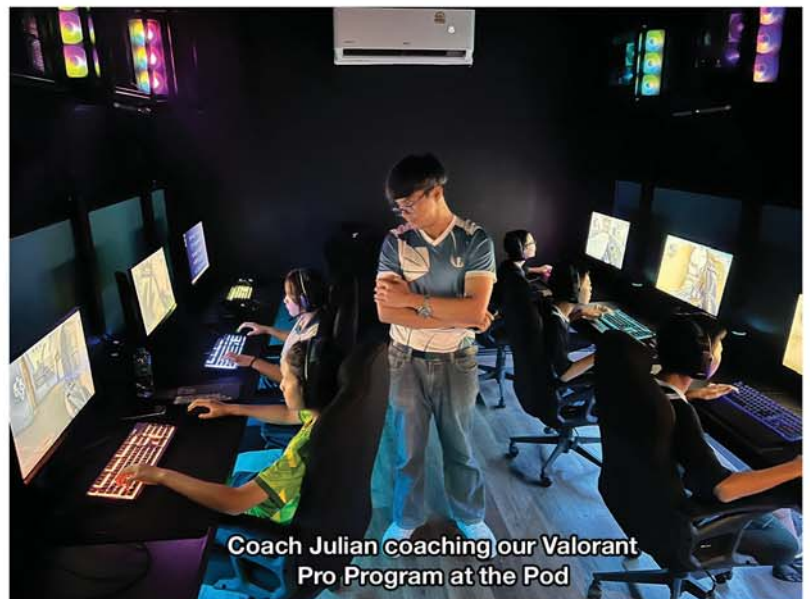
Inside Wonderspace Pattaya, students aged ten and up book evening and weekend sessions at the Squid Esports Training Pod, Thailand's first dedicated esports training facility. Each class combines technical drills, scrimmages and tactical reviews with lessons on health, posture and teamwork so that players learn to train like athletes, not just play longer. One parent summed it up perfectly: "Emma is calmer and more focused, at the Pod and at school."

As the program grows, Squid Esports (Thailand) also supports schools, hotels and entertainment venues with LAN centre design and consultation, helping create professional-grade spaces that can host training, leagues and accredited education under one roof.

Learning the Industry from Every Angle (High School Esports)

Squid's accredited school programmes are now active in Chonburi, Khon Kaen and coming soon to Mooltripakdee International School (MIS), giving students a complete introduction to the world of esports. Lessons explore both the games and the ecosystem behind them—broadcasting, coaching, team management, event production, marketing and digital wellbeing.

The initiative aligns with Thailand's Digital Economy Promotion Agency (DEPA), whose mission to strengthen digital literacy and innovation has guided much of Squid's national rollout.



Coach Julian coaching our Valorant Pro Program at the Pod



Esports Class in session at Focus Arena (for Maha Thai Suksa School, Khon Kaen)

Teachers report measurable gains in discipline, teamwork and time-management, while partners such as Focus Arena ensure the programs meet international standards so that students build skills that translate far beyond the screen.

The Business of Esports (University Esports)

Early next year, a leading university in Bangkok will launch Thailand's first credit-bearing esports course, with Squid Esports (Thailand) and powered by Squid Academy. The course examines the business side of the industry—from sponsorship and event operations to marketing and team management—bridging academic study with professional practice. A professor from the university says, "This course recognises esports as a serious academic and career pathway. We're proud to help make that history."

Why It Matters

Esports is now recognised as an official sport in more than sixty countries, Thailand included. With structured coaching, accredited curricula and clear progression from school to university, Thailand is shaping a responsible, forward-looking model that meets students where they are and helps them go further.

As Methee Juesuwan of the Chonburi Esports Association explains, "Our goal is to make Chonburi the Wembley of Esports—a centre for world-class tournaments and opportunities for young talent."

Schools, universities, venues and organisations interested in joining this growing movement can connect with Squid Esports (Thailand) to explore training, accredited programs and facility design consultation. Together with national partners such as DEPA, the team is helping Thailand build the future of digital education—one player, one classroom and one centre at a time.



Methee Juesuwan, Advisor to the Chonburi Esports Association, envisions Chonburi as the "Wembley of Esports."



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Set on Thailand's largest international school campus, Rugby School welcomes around 100 children during school holidays to immerse themselves in an environment specially designed for learning and growth. The opportunities for adventure are endless, with facilities that include age-appropriate swimming pools, sports pitches, tennis and basketball courts, art, music, dance, computer and design studios, fitness suite, lakes for SUP and sailing, and a dedicated Outdoor Education Centre featuring archery, zip line and high ropes. With this wealth of amenities, almost all activities take place on-site, giving parents peace of mind that





Each camp is crafted with children in mind; balancing structure with freedom, and adventurous fun challenge with thoughtful creativity. Some of the activity choices are customisable, which allows every child to pursue their passions, whether in sport, the arts, or outdoor adventure. The camps will also feature a memorable off-site trip - perhaps a splash-filled day at a waterpark or, during the summer, an unforgettable yacht excursion for two-week campers.

their children are safe, happy, and under the care of professional expert staff.

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"Our son said it was so much fun that he couldn't wait to go again"



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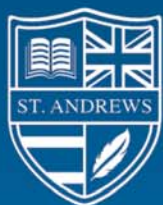


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What's on The Small Screen



Stranger Things Season 5 Volume 1

Millie Bobby Brown, Finn Wolfhard, Noah Schnapp

As the evil of the Upside Down continues to encroach upon Hawkins, the group of friends must face their greatest challenges yet to save their town and the world from Vecna's final, devastating plan, all while the government's military quarantine of the town complicates their mission and forces Eleven back into hiding.



Pluribus

Rhea Seehorn, Karolina Wydra, Carlos-Manuel Vesga

A former intelligence officer must uncover a conspiracy involving a quantum computing company and a secretive government agency.



All Her Fault Season 1

Sarah Snook, Dakota Fanning, Sophia Lillis

When a powerful attorney is murdered, her three daughters become the prime suspects, each with a secret that could make them the killer.



Palm Royale Season 2

Kristen Wiig, Laura Dern, Allison Janney

As a social outcast after her scandalous breakdown, Maxine will draw on her cunning and wit to prove she belongs in Palm Beach's high society.



Landman Season 2

Billy Bob Thornton, Demi Moore, Andy Garcia

Tommy Norris takes on his new role as CEO for a major oil company, forging a tense partnership with a cartel boss.

What's on The Big Screen



Ariana Grande, Jeff Goldblum, Cynthia Erivo

A single, defiant choice by Elphaba sends her and Glinda on separate paths that will transform them into the Wicked Witch of the West and Glinda the Good, and their once-unbreakable friendship is tested to its limits as they are forced into a final confrontation with the tyrannical Wizard of Oz.



Predator Badlands

Elle Fanning, Dimitrius Schuster-Koloamatangi.

After being exiled by his clan, a young Predator allies with a human synthetic on a remote planet to hunt for a formidable foe.



In the Lost Lands

Milla Jovovich, Dave Bautista, Amara Okereke

A witch and a hunter journey into a dangerous, post-apocalyptic wasteland to find a magical shapeshifter for a queen while being pursued by a religious zealot.



Springsteen Deliver Me from Nowhere

Jeremy Allen White, Stephen Graham, Gaby Hoffmann

The film chronicles the tumultuous period in Bruce Springsteen's life when he recorded his raw and introspective 1982 album "Nebraska" in his home studio.



The Running Man

Glen Powell, Josh Brolin, Emilia Jones

In a dystopian future, a desperate man enters a brutal reality TV show where he must survive for 30 days while being hunted by professional assassins.



The **SteelSeries Arctis Nova Pro Wireless** is an elite gaming headset built for esports, offering superior 360° Spatial Audio with Sonar Software for pinpoint enemy location and Hybrid Active Noise Cancellation (ANC) to block distractions. The innovative Infinity Power System with two hot-swappable batteries guarantees unlimited playtime and zero mid-match downtime, while the AI-Powered Noise-Cancelling Mic ensures crystal-clear team comms.

The **Secretlab TITAN Evo** is a premium, pro-grade ergonomic gaming chair built for sustained, fatigue-free competitive performance. Its advantage for esports lies in its fully adjustable 4-way L-ADAPT™ Lumbar Support and supportive cold-cure foam, which ensure optimal, healthy posture and consistent comfort over marathon sessions. This superior ergonomics minimizes the discomfort and pain that cause performance decay during crucial competitive moments.





The **ASUS ROG Swift OLED PG27AQDP** is the world's first 27-inch, 1440p OLED gaming monitor boasting an astonishing 480 Hz refresh rate and a blazing-fast ¹\$0.03\text{ ms (GtG)}\$ response time.² Designed for elite esports, this monitor features a cutting-edge WOLED panel for pure blacks and vibrant colors, G-SYNC® Compatible and FreeSync™ Premium support, and advanced ASUS OLED Care+ to ensure longevity, delivering the ultimate competitive visual experience.

The Alienware Pro Wireless Gaming Mouse

is an ultra-lightweight, pro-grade mouse weighing under 60g, delivering an extreme competitive edge with up to 4KHz wireless and 8KHz wired polling rates for near-zero latency. Its advanced 26,000 DPI sensor and Magnetic-Force Keyplates with optical switches ensure pixel-perfect precision and lightning-fast, durable clicks crucial for esports victory.





The recent BBC documentary showing the 'Darkside of Thailand', which had many seething with anger at an obviously biased, targeted, sensationalistic style of 'journalism' which never balanced out the view that most of us who gratefully live here wish to show the rest of the world. The sun-soaked paradise called Pattaya, where we call home, is an amazing combination of lifestyles and during the sixteen years I've lived here, my motto has always been 'never a dull moment'.

Between the sun, the food, the adventures, and the delightful chaos that ensues, this city has something for everyone. Whether you're looking to relax, indulge your inner thrill-seeker, or just enjoy a good laugh, Pattaya is the place to be. Therefore, I decided to take it upon myself to show a positive side of this 'city of variety' to those around the world that don't know or have been lead down the garden path, so to speak.

'Bazza's Beachwalks' is a new YouTube channel I've set up which will host a series of vlogging style chats I intend to have with interesting people living in the area who have a positive outlook on life and love being here. A few experimental 'pilot' episodes are already in the can which I've done with my good friend, Taiwanese superstar David Lee, as we take our regular morning (sometimes evening) oceanside beachwalks together and chat about all kinds of stuff, but mainly our love of the vibe of Pattaya as we stroll down the palm tree lined sidewalks, taking in the healthy fresh sea air.



Full of humour and good information, these 'beachwalks' are intended, firstly to be entertaining and secondly to be informative about people's lifestyles whilst also introducing my guests on each episode and finding out what makes them love to live in Pattaya. I have a secret wish list of prospective guests to invite including, your well informed and charming editor of this very magazine. If you yourself feel as though you'd like to take part in this project and help to spread the word about how much Pattaya has to offer, the please drop me an Email at barryupton876511@gmail.com.

As you read this, I'm hoping that the channel will already be launched and the various episodes will be available for an unsuspecting worldwide audience to devour and digest. Just head to YouTube – Bazza's Beachwalks.

Finally, an update on my recently released pop single namely 'She Made Me Do It' which has just spent a few weeks topping the 'Revival Chart' U.K., relegating artists such as Boy George, Pulp, Bruce Springsteen and Brian Adams to lower placings. The success of this has kinda taken me by surprise but with the help of six times Grammy award winning legendary producer Steve Lillywhite and top European producer / remixer Luke Mornay, together, we've managed to produce a number 1 hit.

So, I'm currently in the throws of writing and producing more of the same because success is a healthy drug that can only be topped by a healthy stiff early morning walk along Pattaya's oceanside beachwalks.....(see what I did there?).

Check out the videos for 'She Made Me Do It' by Barry Upton on YouTube – FAB BAZ MUSIC TV.



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ACCOUNTING FOR SUSTAINABILITY

CHAPTER 1 QUALITY OF FINANCIAL REPORT

by Siriyothin Accounting & Law Firm

According to standard accounting principles, the concept of financial reporting is based on the “going concern” assumption that the business will continue its operations in the foreseeable future. The qualifications of financial reports to be reliable and beneficial for management decision-making, are as follows:

Understandability

The contents should be clear, concise, straight to the point and easy to understand. Accurately reflecting the company's financial status and business operation.

Significance

The financial data should be clear and directly relevant to the business, in order to support management planning, decision making, operational monitoring, and performance evaluation.

Reliability

Financial reports must comply with generally accepted accounting principles. Be supported by reliable documentation and transparent evidence, so as to be traceable and crystal clear.

Comparability

The financial data should be consistent and comparable across different periods within the company, as well as with other firms in the same industry.

The 3 most important aspects of the financial reports that are beneficial for management decision making are:

The existence and continuity of the business

The growth and development of the business

Cash flow management across all three business activities

In the next chapter, we will explore these qualities of financial reports in greater detail.

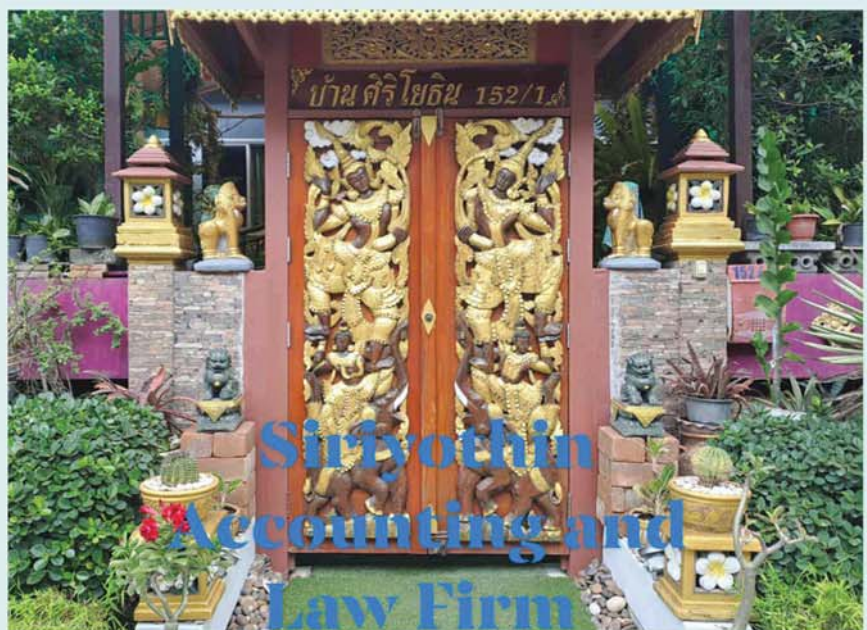
Siriyothin Accounting & Law Firm

152/1 Moo 12 Soi Jomtien 1

Jomtien Beach Road Pattaya

Tel. 080-4432899

Email: sampattaya2020@gmail.com



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Pattaya Police Station: Soi 9
038 420 - 802
Tourist Police 1155



Fire & Rescue 199
Pattaya Fire Station
038 425 943



General Emergency 191 or 911
Bangkok Pattaya 038 259 999
Pattaya international 038 428 374
Pattaya Memorial 038 488 777



Electricity Pattaya
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Water 1416 Press 9
For English
Garbage Collection
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U-Tapao Airport 038 245 593



Traffic accidents
medical assistance 1669
Highway Police 1193

SOLUTIONS

MEDIUM

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ASIAN OPTICAL

When did you last have your eyes tested?



Like regular trips to the dentist having your eye tested is something we often forget to do and yet we should get them checked at least once a year.

There are many opticians in Pattaya and quite often on our Facebook sites Pattaya Trader - Discover Pattaya and Pattaya Trader Expat Ladies Group we are asked to give recommendations. Asian Optical on Pratumnak Soi 4 is the only one we recommend. This is because unlike some other opticians that are little more than shops selling glasses in Pattaya Asian Optical can give you a proper eye test and they also have a fantastic selection of frames, lenses and contact lenses.



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Telephone 081 001 0418, 0822151709
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ireland travel part 2 : county donegal



By Jason Rupp and Carla Marie Rupp

Hope you enjoyed our article about County Mayo in last month's Discover Pattaya. If you missed it you can go to pattayatradet.com to read it where it is still online.

This month in Part 2 we continue our Ireland Travel story in the beautiful county of Donegal, where again we had a guide this time it was David. David was pretty amazing, he led us to Europe's highest cliff, the stunning Sliabh Liag, which stands 1,972 feet (603 meters) over the Atlantic Ocean. The land around this majestic sight is owned by the farmers who work the land, and this is in a Gaeltacht region of Irish language and culture.

From where our driver Bradley parked it was a two kilometer walk to the top to enjoy an extraordinary view. We took plenty of photos of the sea and granite and quartz mountains. Guide David was full of stories; one was about a girl whose father told her to go look for the cows, but a storm came and she didn't come back. "They never found her; but we believe she lived happily ever after". - we like happy endings. He smiled his Irish grin.

At the visitors center below, we enjoyed refreshments; and also bought Irish tin whistles and a lovely handmade hat. Then on to Danny Minnie's Country House, with a long family heritage. Here we were provided with a class taught by owner Brian O'Donnell on how to make the famous Irish soda bread.

Over a delicious lunch of seafood chowder, we were able to eat the hot and tasty soda bread with Irish butter in the restaurant, right in the heart of the Gaeltacht area, which is full of culture and charm and where the locals speak the Irish language: Gaeilge..



On a different day, we went on tours of beverage companies. Our favorite was the whiskey tour at Crolla Distillery where there was sampling of experimental tastes. We also loved learning about the history of the building, which was once a site for making dolls and at another time for making rugs. After Crolla, it was off for craft beer tasting at a family-run brewery. We met owner James and his brother Ben. They showed us how their beer at Errigal Brewing Co. is made. It is available all over County Donegal and we enjoyed chatting with the family and sampling delicious cookies and pastries made by the wife of the chef at their restaurant.

Letterkenny, our Donegal County base, is where we found lodgings and visited pubs each evening after day trips to enjoy Guinness, chatting to the local people, and enjoying the lively traditional Irish music sessions. Our favorite pubs included Brewery Bar, Cottage, and McGinley's Bar.

When in County Donegal you should really try to make it to the famous music pub Leo's where Enya and also the Irish group Clannad got their start. We loved the Irish coffee at Leo's. Also the stories the owner told, and the music performed by the two musicians Dermot Byrne and Steve Cooney when we visited the pub.



In Letterkenny, we also found a 15-year-old young man named Abdul, who helped us make a barber experience video for the Jason Rupp channel on YouTube. Then we went to Oakfield Park, a secret jewel in County Donegal with beautiful gardens, Buffers Restaurant and best of all a little red train that we enjoyed riding through the grounds! Not too far away, we also loved Wild Ireland, an attraction worth visiting to see the rescued animals.

They had wolves, brown and black bears and other animals and birds. The owner is passionate about what they do there: it's a really special place.



In touring sights in several counties, we learned a lot, felt exhilarated being near the ocean and beautiful land, found serenity seeing the sheep and cows grazing in the fields, and had jolly fun in the pubs being with strangers who quickly became friends. We love Ireland and are happy to bring these recommendations for the awesome Counties of Mayo and Donegal. We hope to return someday to the Wild Atlantic Way!

Jason Rupp and Carla Marie Rupp are freelance travel journalists curious about the world and its people and places. Their emails are jasonruppy@gmail.com and carlaruppy@gmail.com.





Improving tourism promotion through technology

Contemporary technologies may be the key to boost tourism promotion initiatives now and in times to come

by Marga Manlapig

Evolution is a necessary aspect of just about everything in this world, and this includes the practice of tourism promotion.

In the 21st century, we have seen tourism boards use a variety of tools and solutions geared towards showcasing their home nations' best aspects in order to draw in a greater number of both foreign and domestic travellers. However, we have noted over the past few years that the use of technology can be a hit or miss thing even for the best-crafted campaigns. While tourism agencies, ministries, and boards have social media accounts, we have noted that these are used more as channels through which to post speech transcripts, photo releases, and official statements, pretty much defeating the purpose of having such accounts which is to boost awareness. Likewise, websites which could be used to offer a whole gamut of interactive functions are often delegated into mere receptacles for very basic information regarding a country.

In order to understand how best to use technology in the context of campaign building and implementation, we need to take a cue from Mize vice-president for global sales Cristóbal Reali. For Reali, the best tourism campaigns in recent years took five relevant elements into consideration; namely:

- Creativity and originality;
- Relevance to the destination as well as to the target market;
- Its potential for customer engagement;
- Cultural sensitivity that does not come off as crass or overly righteous and staid; and
- Measured use of available digital technologies.

While the first four elements have driven the success of campaigns prior to the digital era, these alone won't cut it in the 21st century. Indeed, as Reali points out, digital technology is the key element that binds all these elements together.



Technology enables agencies and / or brands to create and launch the kind of campaign that grabs the public's attention and imagination: authentic representations that set the brand apart from their peers in the region and draw in visitors without compromising tradition and values. Also, properly applied technologies can lead to financial savings for tourism boards on top of increased online engagement which may later be translated into actual visitor numbers.

In a May 2024 report, experts at Transperfect shared four key strategies that would enable tourism agencies and boards to make the most of the technologies they have on hand.

Consider the use of virtual and augmented reality experiences

The term immersive experience is rapidly becoming a catchphrase throughout the travel and tourism sector, seeing how today's travellers want to really feel a destination as opposed to just seeing the sights. In which case, the use of virtual and augmented reality (VR / AR) technologies can be a great help. They may be used to create virtual tours of a country's most popular destinations that can be enjoyed in or out of season, or take guests through historic landmarks. Such immersive experiences may be enjoyed by would-be-travellers in the comfort of their homes, enabling them to feel their destination's essence well before the trip.

Big data and predictive analytics can serve up major insights

Tourism boards can look into analytics gleaned through their websites and even their socials in order to gain key insights into a number of performance indicators to see whether or not their campaigns are actually working. Such data might include visitor behaviour: time spent browsing sites or channels; individual preferences over a given time frame, and relevant trends on a periodic basis. Through the analysis of such information, tourism boards will be able to understand their core markets better, thus enabling them to tailor-fit marketing initiatives that will have more impact. Also forecast upcoming trends and potential changes in market behaviour in order to make adjustments wherever necessary.



Boost operations through smart destination management systems

Experts point out that having smart destination management systems in place boosts the efficiency of tourism operations without resorting to exorbitant spending. These cost-effective systems also take the human aspect out of the equation, and this is key as crowd management is something that could put tourism workers in danger if not done properly. Such systems make use of IoT devices, sensors, and data analytics to manage crowds, optimise transportation routes, and even improve infrastructure maintenance.

Drawing everything together from analytics to algorithms generated through the use of artificial intelligence (AI), boards, agencies are able to calibrate their campaigns by audience segment in order to deliver targeted marketing approaches and promotions. They can further segment their audience to deliver targeted advertisements and promotions to potential visitors.

Personalisation matters in marketing

Most importantly, personalisation will not only increase the likelihood of conversion, but will also boost the satisfaction rate among visitors through timely and tailored recommendations to suit their individual interests.

ED: Don't forget Discover Pattaya Magazine offers focused and personalized content to add to your campaigns. Plus Travel Daily and Pattaya Trader have great online facilities to help with targeted promotions and brand awareness.



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- Ref 6) 32 Rai Close to Sukhumvit Road Pattaya 35 Million Thb
- Ref 7) 9 Rai With House Close to Ramayana Water Park 16 Million Thb
- Ref 10) 194 Rai Adjacent to Sunplay Bang Saray 4.5 Million Thb per Rai
- Ref 11) 36 Rai by Mabprachan Lake 5 Million Thb



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falcoreross@gmail.com



Looking for a Family Home close to the International Schools?

If you're looking for a spacious, well-designed family home close to top international schools, this new development in East Pattaya is a must-see. Created by an experienced British team and a leading Bangkok architect, these homes combine modern luxury with classic design.

Set in a quiet, convenient area, the homes offer 300 to 900 sqm of living space across three floors. The ground floor features open-plan living that flows out to a large private garden, a 2-meter privacy wall, and a swimming pool—perfect for entertaining or unwinding.

Each home includes five double bedrooms with en-suite bathrooms, a flexible sixth room for an office, gym, or guest space, and private terraces with views of the pool and countryside. There's also covered parking for four cars, storage space, and a rooftop terrace with a sky bar and entertainment area.

Modern comforts include smart home systems for lighting, air-con, and security, plus fast internet, a drinking water filter, and PM2.5 air filtration. Energy-saving features like 5kW solar panels and German hot water systems add long-term value.

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Ice Sarunyu Vinaipanich



Organized by Dot Property Group, in collaboration with the Thai Real Estate Brokers Association (TREBA), the Thailand Real Estate Agent Awards 2025 welcomed over 300 distinguished guests from across the nation to the glamorous Park Hyatt Hotel in Bangkok.

As a celebration of the success and excellence of professional real estate agents, Mr. Prawit Anusiri, President of the Thai Real Estate Brokers Association, praised their resilience in driving Thailand's property market forward despite economic, political, and natural challenges throughout the year. He remarked, "Every real estate agent represents the determination to help people achieve their dream of owning a home — and we are the ones who turn that dream into reality."

The highlight of the evening was the announcement of the Real Estate Agency of the Year, awarded to Connex Property for its exceptional performance in strategic growth, innovation, and leadership in the mid-range property segment. The prestigious Personality of the Year honor was presented to Ms. Janjira Kanjanakontong, whose leadership and dedication have helped raise professional standards across Thailand's real estate industry. Also, Dot Property Group's SMART Agent Award went to Siam Pearl Property

Adding to the night's excitement, guests were treated to a special live performance by renowned Thai artist "Ice Sarunyu Vinaipanich", who entertained the audience for over an hour with his powerful voice and hit songs.



Ms. Janjira Kanjanakontong



Discover Pattaya also wish to congratulate the Top Award Winners from our own Eastern Seaboard area:

The Best Agent in Content & Social Media Presence: Enlight Property Co., Ltd.

The Best Agent in Integrated Marketing Excellence: Pattaya RealEstate Center Co., Ltd.

The Best Property Agency Consultancy: Raskamin Property and Tour Services

The Best Agent in Emerging Agent: Renthai Real Estate Co.,Ltd.

The Best Agent in Pattaya: Remax Capital Property (Pattaya)

Thailand Real Estate Agent Awards 2025 marks another significant milestone for Thailand's real estate agency industry, showcasing the strength, collaboration, and dedication of professionals nationwide.

As Adam Sutcliffe, Director of Dot Property Group said "This year's awards ceremony truly showcased the energy, passion, and potential of real estate professionals nationwide, We were thrilled to organise this inaugural event, and we're committed to seeing it grow each year — ensuring the recognition we give to Thailand's outstanding real estate agents becomes even bigger and more meaningful."





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