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# DISCOVER PATTAYA

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## *This Month in Discover Pattaya*

Hi Everyone

Welcome to our July edition, where we showcase a stunning new development from Sea Sky by Sands. We also venture further afield with Discover Pattaya and Beyond, featuring a special seven-page section highlighting three beautiful Grand Mercure hotels that offer exceptional stays when visiting Khao Lak, Phuket, and Krabi.

We bid farewell to Vietnam with the final chapter of our travel series, this time exploring the charm and rich heritage of Hoi An. Don't forget, if you missed any of the previous articles about our travels in Vietnam they are still available to read on our website, [pattayatrader.com](http://pattayatrader.com).

Back in Jomtien, the successful Regatta and Windsurfing Championship has once again reinforced the area's growing reputation as a premier destination for international watersports. Meanwhile, we've discovered yet another exciting new dining venue. This time its for lovers of classic American food read our review of My Favorite Diner on page 20.

Along with all of our regular features and much more, we hope you enjoy reading this month's issue and all at Discover Pattaya wishing you a great month ahead.

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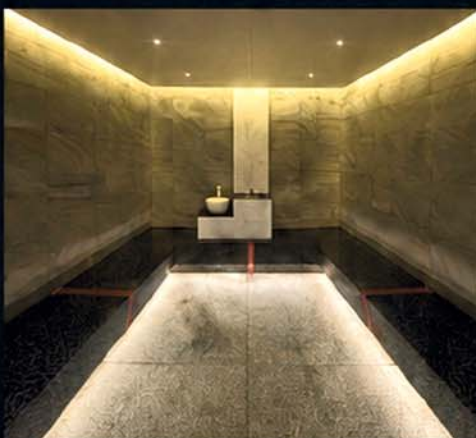
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# A Feast with a View: Saturday Evening Grand BBQ Buffet at Royal Cliff Hotels Group



by Gloria Jones

Regulars of the Royal Cliff, a Grand Dame of Pattaya's premium hotels, make sure to keep a note in their calendars for The Saturday Evening Grand BBQ Buffet. Held on the last Saturday of the month at Larn Thong in the Royal Cliff Grand Hotel this buffet offers a divinely elegant dining experience. From its enviable location on Pratumnak Hill, overlooking the Gulf of Thailand, you can choose to sit inside with air conditioning or opt for a table al fresco.

When we attended last month the uninterrupted sea views stretching right across to the lights on Koh Larn's coastline were too good to miss. For sure the location is a major part of this experience. The atmosphere is further enhanced by gentle live music and attentive yet unobtrusive service. In fact, the staff were so attentive they even offered to carry our plates back to the table for us!



To start the evening, we strolled around the buffet to decide what to select. The sheer variety of what was on offer was extremely impressive but it was the enticing selection of sushi, sashimi, and seafood that tempted us first. With everything we tried, what stood out most was the absolute freshness of the ingredients. This commitment to quality was especially evident at the seafood station, where the oysters on ice tasted as though they had been caught that very morning. It was clear that premium quality had been prioritised across a menu spanning multiple cuisines. Authentic Thai dishes sat alongside Chinese favourites, Japanese specialties and Indian classics.

As the name suggests, barbecue of course plays a major role in the experience. Guests can enjoy a wide range of expertly grilled meats and seafood. Aroma from these grills create such an inviting atmosphere it really encourages the diner to sample a little of everything.

Among my personal favourites was Roasted Duck, served with fresh scallions, cucumber strips, pancake patties, and a rich hoisin sauce. The made-to-order Teppanyaki station was another highlight and the Wagyu striploin, so good I couldn't resist asking for a second serving. Other standout dishes included an excellent hummus, refreshing shrimp and pomelo salad and the paneer chilli from the resort's own famed Indian restaurant The Maharani.

The live cooking stations were fascinating to stroll by. Watching chefs prepare and serve dishes to order added an element of theatre to the evening. They also served to encourage guests to explore new flavours. Then, for those wishing to push the boat out even further, the Royal Cliff offers an exclusive premium upgrade. Featuring a curated selection of additional luxury ingredients prepared individually and served fresh, this optional upgrade provides an extra level of indulgence perfect for special occasions. When we visited this included Australian Black Angus Beef Tenderloin, Unagi Kabayaki, Alaskan Snow Crab, Foie Gras and Lobster Thermidor.

No buffet would be complete without dessert, dessert station offers an impressive assortment of cakes, pastries, chocolates, tropical fruits, and traditional Thai sweets. So it was that I found myself further tempted by some deliciously creamy Vanilla ice cream served alongside Crepe Suzette and bananas flambéed with Grand Marnier. A fitting end to an evening filled with memorable flavours.

The Saturday Evening Grand BBQ Buffet is priced at THB 1,650++ per person, with a 50% discount for children aged 5-12 years. If you wish to enhance your dining experience, you may upgrade to the premium menu for an additional THB 990++ per person

As the Saturday Evening Grand BBQ Buffet at Royal Cliff Grand Hotel takes place only at the end of the month, reservations are highly recommended, particularly during holiday periods and long weekends when demand is especially strong. By combining outstanding food with beautiful surroundings and first-class hospitality this dining experience successfully delivers far more than an ordinary buffet dinner. Perfect for special occasions or an evening to impress first-time visitors and returning guests alike.



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
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By Gloria Jones

When I think of classic American food, I immediately picture it served in a traditional American diner. My idea of what this should be mostly comes from the movies. Think Pulp Fiction, Thelma and Louise. The Blues Brothers and of course Grease. I think a classic American diner should be a place where breakfast is served all day. With favourites such as pancakes, waffles, eggs, bacon, sausage, and a free refill for your coffee.

Burgers and fries are also what I naturally think of when considering iconic American fare. Enjoyed with thick milkshakes like chocolate, vanilla, or strawberry. Or meatloaf, grilled cheese sandwiches and macaroni and cheese. Desserts also seem to play an important role in diner culture. Again just think of the number of movies or TV shows you see where someone comes to a diner for a "piece of pie".

So it was especially pleasing to discover "My Favorite Diner" which has just opened in Jomtien. From the team at Buenos and their Australian business partner, the fantastic Mexican restaurant in Jomtien Complex which is right next door. I was not surprised that the decor and artwork was exactly as I would find in my idea of a classic 50's diner. However, for the food I had to bring someone with more expertise in these dishes. So Jason, my American buddy, joined me to sample some of the standout items from an extremely comprehensive menu.



Firstly we must tell you that all my boxes above were ticked - there is an all day breakfast and free coffee refills. Plus there are some marvelous additions including Cinnamon Buns (just 95 baht) , a breakfast croissant, steak and chips and a selection of eggs Benedict including a rather decadent crab cake benedict. There are also over a dozen burgers to choose from. I went for "The Sizzling Ultimate Cheeseburger" . Made to order I was pleased that I was asked how I liked mine done as "Medium" came out perfectly. Crafted from fresh, grain fed Wagyu Beef grilled to perfection it is served on a sizzling plate of molten cheesy goodness and as I am a real cheese lover I was in heaven. This was my favourite dish from everything we tried and at 325 baht I could come back again for this alone. However, for the purpose of the article you understand I had to accompany it with fabulous Chilli Cheese Fries just 145 baht for a yummy plate full.

Jason declared that he hadn't had a corn dog in years and that even in America these are usually fried from frozen, but at My Favorite Diner they are made from scratch in house. Even as a corn dog novice, I could tell they tasted fresh and delicious with accompanying creamy mustard. Also freshly made each day is their ice cream available in a cup, with the amazing pies and desserts and in their milk shakes. Jason wants to come back with his son to have more of these!



I was also fascinated by the Meat Loaf served with mash that is made with red potatoes boiled with their skins (so you don't miss out on the vitamins and fibre). Also as Jason pointed out it shows fresh, real potatoes have been used not hydrogenised just add water varieties that he says most lazy American diners still use.

Before we left we saw an Australian friend who has already made this a destination because he loves the selection of salads. In fact whatever you choose to eat - breakfast, lunch or dinner maybe even a piece of Apple Pie in the afternoon or some late snacks to have at the fully stocked bar. There is plenty to try - you will just keep coming back again and again!



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## 2026 Pattaya Regatta Features Local Talent

Words and Photos by Tim Lee

PATTAYA—To Thanapat Siricharoen sailing is more than a sport. It's a way to learn about life. Sailboating has led him to many countries and experiences. But its greatest lesson has taught him the importance of education. "School comes first," said Thanapat. "I have sailed a long time. I must prepare myself to do something after the sailing."

That knowledge has led the Pattaya resident to study at Mahidal University as a second-year sports science major. But he still has some sailing left in him. On June 12-14, he won the International Laser Class Association (ILCA) 6 Class competition at the seventh annual Pattaya Regatta Race hosted by the Pattaya Sailing Club at Jomtien Beach.



Thanapat Siricharoen winner ILCA Class 6

Light winds slowed down the sailors in the early races. The last day was the toughest for all competitors as the winds strengthened in the afternoon. "The wind and water currents made it hard to sail," he said. "The current was going the opposite way of the wind. I had to go straight and play with the wind. The wind can change, but not the water." Thanapat, 20, has previously won two regattas as a member of the local Yacht Racing Association of Thailand (YRAT) sailing club.

He also placed second in team racing at the 2021 Optimist World Championships. He has traveled to many countries to compete in sailboating races, including Italy, China, and Oman.

"I learned that other places have different situations," said Thanapat. "And the competition is a lot harder." His experiences in sailing steer him to encourage others to learn the sport. "I just want to say," he continued, "that anyone who wants to learn how to sail should go out and do it. Sailing teaches you a lot. It's taught me how to stay calm. It's taught me how you live your life."



**Pailin Jaroenpon docks her boat**

was on each boy's brain for the regatta. During the event, Chanyachard placed seventh in ICLA 4 Class and Ardchawit fourth in ICLA Class 6. "The last race was in light wind," said Chanyachard. "The winds were light for a few days and this (Sunday) morning. But in the afternoon, I had to keep a tighter sail. It's more fun with a strong wind."



**Sailboats Coming In**

The event also featured up-and-coming teenagers in the Optimist divisions. These boys and girls are 13 years old and younger. Each day of the event, the boats come into the bay as one group as optimists competed against ICLA competitors as well as together with male competitors. Each race lasts about an hour, and there are multiple races that follow each other every day. The only difference is that optimists sail in smaller boats. Otherwise, everyone is on deck for the competition -- and for all it's a learning experience.

The Pattaya Sailing Club organized the event led by founder and President Chatchai Ittivorakul and his wife, Vice President Natenicha Wiwattanapakkakun. Their multi-sport sons, Chanyachard (13) and Ardchawit (15), competed in the event. Both boys participate on national teams in sailing, beach tennis, and hockey!

"It's for the brain," said their mother, who home schools her sons. "Different sports teach them different skills and how to adapt to certain situations. So we like to have them play more than one sport."



**Ice Rests After the Race**

Navigating the wind and boat with expertise is local standout Pailin Jaroenpon. She dominated the field of 10 sailors (six males) in Class 4. Her future looks bright as she continues to outsail her competitors, both male and female. Also a member of the YRAT sailing contingent, she completed a team sweep of the ILCA classes. Santhiti Hirunsart also won for YRAT in the Class 7 competition.



**Ice pulls up her boat**

# Sports Update

For July by Steve Wade

What to make of the World Cup? I think most fans agree that it's too expensive, there's too many matches and it's too hot! Even so it's already producing some great underdog stories and we'll probably get a few more before the tournament is over, but when the business end of the show starts with the last sixteen on the 4th of the month, it looks inevitable that the big guns will take over. At time of writing it looks most or all of the fancied teams will be there and we can look forward to some crackerjack matches leading up to the final on Sunday the 19th.

We had our third golf major of the season last month where Scottie Scheffler was hoping to follow Rory McIlroy into the record books as the latest player to complete the grand slam. He was thereabouts but never really looked like chasing the winner, Wyndham Clark down and he's just beginning to lose that air of invincibility that he's had for the previous three seasons, where he won about 4 out of every 10 tournaments he teed it up in. He'll still be amongst the favourites for the Open Championship, which starts at Royal Birkdale on the 16th, but Rory, alongside Tommy Fleetwood and a few others who love playing links golf, will have something to say about the destination of the Claret Jug this year.

For Fleetwood, who was born in Southport and learned his trade playing this course, this will be a homecoming of sorts and he will be desperate to put up a good show in front of the local fans. He certainly has the tools to get the job done.

In Formula 1, the iconic British Grand Prix is first up at Silverstone on the 5th of the month and this followed by Belgium on the 19th and Hungary on the 26th. Lewis Hamilton won his first race for Ferrari in Barcelona last month following two runner-up spots in Canada and Monaco and he and his co-driver, Charles Leclerc are putting real pressure on Mercedes, who looked to be running away with the season having won the first six races in the calendar. It would undoubtedly be the crowning achievement of Hamilton's career would he to lift the drivers title and help the legendary Italian team to their first constructor's championship since 2008.

We've got some other outstanding sporting events this month, including the conclusion of the Wimbledon tennis championships where the Women and mens singles are played on the weekend of the 11th and the Tour de France, which never ceases to amaze me with the sheer guts and stamina that the riders show and which could well be even more difficult if the current heatwave in Europe continues, starts on the 4th and goes on for three weeks.

That's about for July and it looks like we've got some fantastic sporting spectacles to look forward to.





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## Jomtien Beach: The Windsurfing Heart of the Gulf



Crowds gathered to watch the Thailand International Windsurfing Championships 2026 Event 2. Organised by the Windsurfing Association of Thailand (WATH) PI-YA-WAT-CHA-RA was there to catch some great photos of the event.

Jomtien Beach has long been recognized as the spiritual home of Thai windsurfing, offering a high-octane contrast to the traditional sailboat divisions.

For decades, Jomtien's unique geography has made it a magnet for wind-reliance sports. Unlike other regional shores, Jomtien benefits from a reliable cross-shore thermal wind and a spacious, unobstructed bay.

This perfect combination of steady breezes and predictable swells creates an ideal natural arena for both speed and freestyle windsurfing.

The area's legacy is deeply intertwined with Olympic and international glory. Jomtien serves as the primary training ground for the Windsurfing Association of Thailand (WATH), producing legendary local champions who have represented the Kingdom on the world stage.

It's a common sight for beachgoers to witness elite athletes tearing across the surf alongside enthusiastic amateurs, creating a unique community vibe where mentorship happens naturally out on the water.



When the afternoon winds suddenly strengthened on the final day of the Regatta, it may have challenged the ILCA sailors, but it created absolute magic for the windsurfers. As the gusts kicked up, Jomtien's waters came alive with vibrant sails catching the heavy air, showcasing the raw speed and athletic endurance the sport is famous for.

As Pattaya continues to cement its reputation as a premier sports-tourism destination, the windsurfing scene at Jomtien remains its most energetic asset. Whether you are an observer on the sand or a competitor navigating the changing currents, the energy of Jomtien's windsurfing community proves that Pattaya's relationship with the sea is stronger—and faster—than ever.

Photos by PI-YA-WAT-CHA-RA





## Tara Pattana International School Collaborate with Helmet Heroes and the Royal Thai Police for an Official World Record for Motorcycle Road Safety

An historic, officially sanctioned world record attempt is coming to Pattaya, uniting law enforcement, international educators, and community leaders under a single, lifesaving banner: protecting the region's children. The ambitious initiative aims to raise critical funds and awareness to distribute 5,555 safety-certified motorcycle helmets to one single school during one massive event. This historic gathering will form the basis of the official world record attempt. In a country where motorcycles are the primary mode of daily transportation, ensuring that entire school communities are fully protected is one of the most urgent public safety priorities today.



### A Coalition for Change

This historic attempt is driven by a powerful coalition of local authorities and educational leaders who see the impact of road safety challenges firsthand every day. Leading the charge from the law enforcement front are Lt. Col. Panupong Nimsuwan and Police Major Vatcharakorn of the Royal Thai Police. Their leadership underscores a shifting paradigm in community policing—moving beyond standard enforcement toward proactive, community-wide preventative safety education.

"Enforcement is only one side of the coin; real change begins with education and community care," states Lt. Col. Panupong Nimsuwan and Police Major Vatcharakorn. "By backing this world record attempt, the Royal Thai Police are cementing our commitment to protecting Pattaya's most vulnerable road users. Providing 5,555 helmets ensures our school communities are guarded against the unpredictable realities of our roads, turning law enforcement and families into true partners in safety."

Joining them at the forefront of the campaign are prominent figures from Pattaya's international education sector. Christopher Stephen Parfitt, Head of School at Tara Pattana International School (TPIS), alongside Head of Secondary Steve Wiggins, are spearheading the academic community's involvement. Their participation highlights a crucial message: safety and education go hand in hand.

"At Tara Pattana International School, our responsibility to our students extends far beyond the classroom walls," says Principal Christopher Stephen Parfitt. "When we protect our children on their daily journeys, we protect their future. We are incredibly proud to collaborate with Helmet Heroes and the Royal Thai Police on this monumental world record initiative, bridging diverse communities across Pattaya to rally behind an essential, life-saving local cause."

### The Mission Behind the Record

At the heart of the logistics and distribution framework is Helmet Heroes, the non-profit organization dedicated to the vision of a 100% helmet-wearing rate among children in Thailand. While the excitement of an official world record will capture global headlines, the true metric of success is the tangible impact left behind. Every single baht raised during this campaign goes directly toward purchasing and distributing the 5,555 safety-certified helmets to ensure a completely safe commute for everyone involved.

"A world record gets people paying attention, but the real victory is knowing that 5,555 children and teachers and staff will ride to school safer every morning," says Rick Brown, Founder of Helmet Heroes. "This is about changing habits, breaking generational cycles of unprotected riding, and ultimately saving young lives. This powerful alliance with TPIS and the Royal Thai Police is exactly the kind of collective action required to shift the culture permanently."

JOIN OUR JOURNEY: BE A HELMET HERO



[www.HelmetHeroesThailand.org](http://www.HelmetHeroesThailand.org)



### How Pattaya Can Get Involved

The upcoming world record attempt will be a massive, highly coordinated event, drawing international scrutiny, media coverage, and community participation. Sponsorship opportunities are open to anyone looking to make a permanent mark on Pattaya's safety landscape. Whether you are a corporate sponsor looking to fund a substantial block of safety gear or an individual buying a single helmet for a student in need, every contribution directly fuels the march toward 5,555.

Stay tuned to Discover Pattaya for upcoming announcements. Together, Pattaya is ready to write its name into the history books—and keep its children safe along the way. To sponsor helmets, visit [www.HelmetHeroesThailand.org](http://www.HelmetHeroesThailand.org).



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## Farewells, Graduations and New Beginnings at Pattaya's International Schools

Last month marked the end of the academic school year for students, teachers, and parents of Pattaya's International school communities. The completion of months of learning, personal growth and achievements marked by graduation ceremonies, prize-giving celebrations and final assemblies. For international students the conclusion of an academic year often carries particular significance with many being children of expatriates working in the Eastern Economic Corridor (EEC). Some families even have to relocate due to their professional commitments and for them the end of the academic year may involve teary farewells to friends, classmates, and teachers as they move on to new countries.

For graduating students their experience is marked by an especially important milestone as they go on to seek higher education opportunities around the world. For them the end of the school year represents not only academic completion but an important moment of transition. The completion of their secondary education being marked with graduation ceremonies that symbolize the culmination of years of dedication and hard work.



Many from Chon Buri's international schools go on to continue their studies at universities in Thailand, the United Kingdom, the United States, Australia, Europe, and other destinations. Their success reflects the international outlook and academic standards that the International schools here strive to maintain.

Teachers and school staff also view the end of the academic year as a time for reflection and preparation. Educators assess student progress, review curriculum effectiveness, and identify opportunities for improvement in the coming year. International schools often employ teachers from many different countries, creating a rich professional environment for student learning and in addition to any holiday camps they may be involved with they also need to prepare for new families are joining the school community and continuing the cycle of international exchange and cultural diversity.

The end of the academic year highlights the province's growing importance as a centre for international education. Home to several world class international schools, the region attracts families seeking high-quality education within a dynamic economic environment. The province's proximity to Bangkok, industrial centers, and coastal communities also contributing to an increasing demand for internationally recognized educational programmes. The contrast between the stillness of July and the energy of the academic year highlights how important international schools have become to Pattaya and the wider Chonburi region. The city is no longer viewed solely as a tourism destination or retirement hub. Its growing network of world-class British and International Baccalaureate schools has transformed it into a leading choice for globally mobile families seeking high-quality education without the congestion and pace of Bangkok.



This month will be a balancing act for many parents of international students. A month to divide time between holidays, family visits and enjoying Pattaya's beaches and attractions. Also a month of preparation for the start of a new school year and for newly arrived families a busy schedule of school tours, uniform fittings, transportation arrangements, and settling into the local expatriate community.

For now, the grand campuses of the region's International schools are fairly quiet. But the silence will not last long, next month the school gates will reopen, the traffic on Highway 36 intensify, and the vibrant international pulse that defines Pattaya's educational community will return once again.



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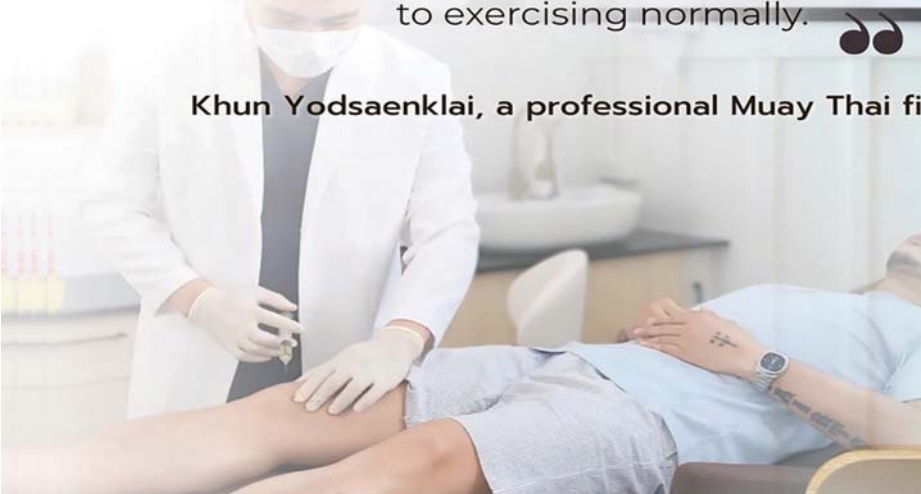
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Khun Yodsaenklaui, a professional Muay Thai fighter.



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# Is AI Becoming Your Health Coach and Should You Trust It?

People used to turn to doctors, nutritionists, and fitness trainers for health advice. Today, many are turning to artificial intelligence instead. From symptom-checking apps and personalized workout plans to nutrition tracking and mental health support, AI is rapidly becoming a digital health coach for millions of people around the world. OK, it's undeniably convenient. With just a few taps on your phone you can ask questions about symptoms, receive dietary recommendations, get exercise routines, or receive reminders to stay active. AI-powered tools are available 24 hours a day, often at little or no cost. But as these technologies become more sophisticated and influential, an important question emerges: should we trust AI with our health?

The appeal of AI health coaching is easy to understand. As traditional healthcare systems may be costly with long waiting times and limited access to specialists, AI can provide immediate responses and personalized guidance based on a person's goals, habits, and health data. Many fitness apps already use AI to adjust workout programs based on performance, while wearable devices (like Fitbits and smart watches) can monitor heart rate, sleep quality, and activity levels in real time. For people trying to improve their lifestyle, these tools can be highly motivating. AI can help users track progress, identify unhealthy habits, and offer encouragement when goals seem difficult to achieve. Some studies suggest that personalized feedback increases the likelihood that people will stick to exercise routines or dietary changes.

Mental health is another area where AI is gaining ground. Chatbots designed to provide emotional support and stress-management techniques are becoming increasingly popular. While they cannot replace trained therapists, they may offer a useful resource for people seeking immediate support or coping strategies between appointments.

However, this may be a more sensitive area to put faith into AI. Experts caution against placing too much trust in AI-generated advice for mental health because unlike healthcare professionals, AI systems generate responses based on patterns in data and information they have been trained on.

While this can produce helpful guidance, it can also lead to mistakes. AI tools may provide incomplete, outdated, or misleading information, particularly when dealing with complex conditions. A symptom that appears harmless could actually signal something more serious illness requiring professional evaluation. Conversely, AI might suggest alarming possibilities that create unnecessary anxiety.



Privacy is another major issue. Many health-related AI platforms collect sensitive personal information, including medical history, exercise habits, sleep patterns, and even emotional well-being. Users may not always understand how this data is stored, shared, or used. As AI becomes more integrated into healthcare, protecting personal health information will become increasingly important. Bias is another problem. If AI's training data does not adequately represent diverse populations its recommendations may be less accurate for certain groups. Researchers continue to work on improving fairness and reducing disparities, but the issue has not been fully solved.



There is also the risk of overdependence. Some people may begin relying on AI for decisions that should involve healthcare professionals. While AI can be a useful source of information, it should not replace medical expertise, especially when symptoms are severe, persistent, or potentially life-threatening. So what's the answer? Rather in the way we once used to Google our symptoms or reach for a YouTube video that we think could be helpful, AI should be seen as a supplement rather than a substitute for professional care. It can help you stay informed and become engaged in monitoring healthier habits for you. However, important medical decisions should still involve qualified healthcare providers who can evaluate the full context of a person's health.

As technology continues to evolve, AI will likely play an even larger role in healthcare. Future systems may become more accurate, personalized, and capable of detecting health problems earlier than ever before. The potential benefits are enormous, but so are the responsibilities. So trusting AI with your health should not be an all-or-nothing decision. Instead, you should consider its strengths and limitations. AI can be a powerful coach, but when it comes to diagnosis, treatment, and critical health decisions, human expertise remains essential. The future of health may well be a partnership between artificial intelligence and healthcare professionals. The challenge will be in ensuring that technology enhances care without replacing human judgment and compassion.



# Property-Holding Companies in Thailand: Is It Time for a Corporate Health Check?

Many foreigners who acquired property in Thailand years ago did so through a Thai limited company. In numerous cases, these companies were established solely to hold a property asset, conduct little or no trading activity, and have remained largely unchanged ever since.

Recently, increased attention has been given to company ownership structures, particularly where questions may arise regarding nominee shareholding arrangements. While this has prompted concern among some property owners, the issue should not be viewed simply as a matter of enforcement. Instead, it presents an opportunity for business and property owners to review whether their existing corporate structure remains appropriate, transparent, and compliant.

As advisors, we often see cases of a property-holding company established many years ago by a developer, agent, consultant or previous advisor. The current owner may have had little involvement in the original set up and may not fully understand how the company's shareholding structure was formed or documented.

This does not necessarily indicate a problem. But it does pose an interesting question. If the company were to be reviewed today, would its ownership structure accurately represent the reality of the investment and be in compliance with the current legal requirements?

The use of nominee shareholders to circumvent foreign ownership restrictions has long been prohibited under Thai law. Nevertheless, many property-holding companies were established during periods when owners relied heavily on third-party advice and may not have revisited their corporate arrangements since incorporation. For this reason, a corporate review should be viewed as a prudent exercise rather than a reaction to any specific concern.

A proper review may include examining shareholder records, capital contributions, voting rights, company management, corporate filings, and supporting documentation. The objective is not to justify an existing structure, but to understand whether it is defensible, properly documented, and aligned with how the company actually operates.

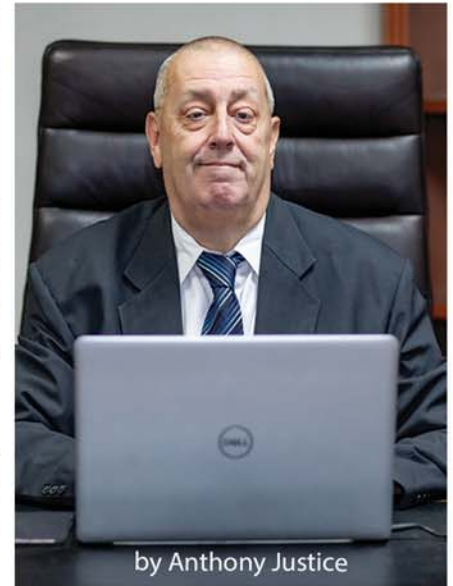
This is particularly relevant as ownership issues tend to emerge only when something significant happens. A property sale, inheritance issue, financing application, shareholder dispute, due diligence exercise or regulatory inquiry may all raise questions that might never have been asked during years of ownership.

In some instances, a review may confirm that the current structure is fit for purpose. In others, it may highlight areas where improvements or restructuring should be considered to mitigate future risks and improve compliance.

Property owners should also understand that corporate governance is not a one-time exercise. Just as investors periodically review their assets, tax planning, and estate arrangements, they should also review the legal structures through which those assets are held.

The goal is not to preserve outdated arrangements simply because they have existed for many years. Nor is it to create unnecessary concern. Rather, it is to ensure that the company is built on a foundation that can withstand scrutiny and support the owner's long-term objectives.

If you are a foreigner who owns property through a Thai company, then it may be time to do a corporate health check. A review today can be proactive and bring clarity, identify potential risks and help ensure future transactions can proceed smoothly and with confidence. Good compliance, in the end, is not reactive to change – it is proactive to the future before questions arise.



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# Summerfest at the German Embassy

by Barry Upton



Last month, I experienced a slice of Germany in the heart of Bangkok when I was invited to perform my music at the Embassy's annual 'Summerfest'.

Every year, the grounds of the German Embassy are transformed into a vibrant celebration of German culture, friendship and community. The event attracts diplomats, business leaders and Thai institution representatives who gather to enjoy authentic food, music, entertainment and a European vibe

on the embassy's house patio and amongst its leafy gardens. Traditional German sausages, meatballs, cucumber salads, pretzels, cakes and wonderfully refreshing wheat beer, are served alongside live music.

Usually the artist performances are of a more laid back jazzy nature or traditional Bavarian style, but for this year's event, diplomat Rainer felt that the upbeat, fun songs of Barry Upton would be a nice change. It was a complete success with guests loving the pop/rock style, inclusive performance that got toes tapping and some 'letting loose' on the dance floor or joining onstage with tambourines.



The event reflects the strong and longstanding ties between Germany and Thailand. Yet beyond the festive atmosphere lies one of the Embassy's most remarkable attractions, namely two original segments of the Berlin Wall standing quietly in the gardens.

The story of how these historic concrete slabs arrived in Thailand is almost as fascinating as the Wall itself. The two original sections were unveiled at the German Embassy in November 2018, nearly three decades after the fall of the Berlin Wall. They were donated by Berlin born entrepreneur and friend of myself, Axel Brauer, who personally acquired the segments and arranged for their transport to Thailand. Once installed, the 'Wall' pieces were transformed into works of art by German artist Julia Benz, French artist Kashink and renowned Thai street artist Mue Bon. Together they painted colourful murals symbolising freedom, peace and international cooperation.



Originally built in 1961, the Berlin Wall divided East and West Berlin for 28 years, becoming one of the most powerful symbols of the Cold War. When it finally fell on 9 November 1989, it marked the beginning of German reunification and became a global symbol of freedom triumphing over division.

Today, the embassy's Wall segments stand not as barriers but as reminders of the peaceful revolution that changed Europe. A commemorative plaque describes them as symbols of "freedom and peace" and a reminder of the importance of overcoming division through dialogue and understanding.

The presence of the Berlin Wall segments gives Summerfest a unique character. Few cultural festivals anywhere in the world can claim to feature authentic pieces of one of the twentieth century's most significant historical landmarks.

As my guitar based music filled the air and guests were raising a glass to friendship between Germany and Thailand, the Wall serves as a quiet reminder that openness, understanding and human connection are values worth celebrating, both a Summerfest and far beyond the embassy gates.

Check out my original songs and brand new album tracks at -  
YouTube: FAB BAZ MUSIC TV





90.75 FM Rotary Radio and 88.25 FM Pattaya People Radio, are now 'on air' around the Pattaya region.

Both English speaking stations are also available online worldwide at [rotarypattaya.com/rotaryradio](http://rotarypattaya.com/rotaryradio) & [pattayapeople.com/radio](http://pattayapeople.com/radio).

The station and playlists are supervised by radio production manager Barry Upton who has come up with a concept which will not only entertain, but inform about Rotary clubs from all over the Pattaya region and, hopefully, beyond.



The idea is that by having a one stop centre where people can learn about Rotary and it's many fund raising events, the city and individual Rotary clubs can benefit from 24 hour, 7 days a week radio exposure.

Barry's concept for the music is a contrast to Pattaya People Radio (now on 88.25FM), which is mainly fun, commercial, singalong, upbeat, pop/rock/oldies together with more modern commercially oriented selections.



Rotary Radio features a much more 'easy listening'/'soft rock' vibe with artists such as Steely Dan, America, Fleetwood Mac, The Eagles, Chicago, James Taylor, Joni Mitchell, The Carpenters, Bread, Carole King, Cat Stevens, Enya, Jazz, Soul and Country classics with additional love song ballads from the Beatles and The Beach Boys.

The station logo ident is – Rotary Radio ... Cool Music For Cool People. In between the music will be voice idents from Rotary members, useful information about Rotary in general plus details of upcoming events.

Pattaya People radio is a 'sunshine friendly' accompaniment to the multiplicity vibe of the most vibrant city in the world.



At the top of each hour on both stations is a worldwide news summary from FSN. This is indeed, entertainment and information for our local community and beyond. ROTARY RADIO - 90.75FM & online at [RotaryPattaya.com/RotaryRadioPATTAYA](http://RotaryPattaya.com/RotaryRadioPATTAYA) PEOPLE RADIO – 88.25FM & online at [PattayaPeople.com/radio](http://PattayaPeople.com/radio)

**On-Line:RotaryPattaya.com/RotaryRadio**

# What's on The Small Screen



**The Bear (Season 5)**

## Jeremy Allen White, Ayo Edebiri, Ebon Moss-Bachrach

In the fifth and final season of *The Bear*, Sydney, Richie, and Natalie must unexpectedly band together to run the restaurant after discovering that Carmy has abruptly walked away from the food industry.



**Star Trek: Strange New Worlds (Season 5)**

Anson Mount, Ethan Peck, Rebecca Romijn

Captain Christopher Pike, Spock, and Number One navigate their final deep-space missions aboard the USS Enterprise



**House of the Dragon (Season 3)**

Matt Smith, Emma D'Arcy, Olivia Cooke

As the Targaryen civil war reaches a boiling point, Rhaenyra and Daemon unleash their new dragon riders in a devastating play for the Iron Throne.



**Lucky (Apple TV+)**

Anya Taylor-Joy, Annette Bening, Timothy Olyphant

When a multi-million-dollar heist goes sideways, a gifted con artist named Lucky is forced to go on the run to escape her



**Little House on the Prairie (Season 1)**

Alice Halsey, Luke Bracey, Crosby Fitzgerald

Charles and Caroline Ingalls pack up their lives to establish a new homestead on the unforgiving Kansas frontier.

# What's on The Big Screen



## The Odyssey

### Robert Pattinson, Matt Damon, Elliot Page

King Odysseus faces a treacherous, decade-long voyage across the ancient world to reunite with his family after the fall of Troy. Meanwhile,



### Spiderman Brand New Day

Tom Holland, Zendaya, Sadie Sink

Four years after erasing himself from the memories of everyone he loves, an isolated Peter Parker navigates adulthood as a full-time vigilante



### Moana

Catherine Laga'aia, Dwayne Johnson

In this live action re-imagining of the Disney classic, a spirited young Pacific Island girl named Moana answers the ocean's call to save



### Evil Dead Burn

Hunter Doohan, Luciane Buchanan, Erroll Shand

Following the tragic death of her husband, a grieving young woman seeks comfort with her in-laws at their secluded family home.



### Minions and Monsters

Christoph Waltz, Jeff Bridges, Zoey Deutch

Set in 1920s Hollywood, the film follows the Minions as they conquer the silver screen, only to accidentally unleash real mythical beasts onto the world.

# Tropical Tech



## Torras Coolify Cyber

The Torras Coolify Cyber is a flagship wearable air conditioner designed for the intense Thai summer. Unlike basic fans, it uses three thermoelectric cooling modules and a graphene surface to lower skin temperature by up to 20°C almost instantly. With its 360° airflow, sweat-drying back vents, and a 6,000mAh battery for all-day use, it creates a personal "bubble" of cold air that makes outdoor sightseeing comfortable even in the peak March sun.



## BougeRV Portable AC

Beating the oppressive heat off-grid no longer requires a bulky generator or a mains hookup. Weighing just over 10 kg, this compact powerhouse is engineered specifically for localized cooling in tents, campervans, and small cabins. The unit runs on an energy-efficient 24V DC compressor system powered by portable batteries, which seamlessly plug straight into portable solar panels. By turning the brutal tropical sun into its own fuel source, it rapidly slashes both temperature and sticky humidity, delivering a crisp, dry sanctuary anywhere the road takes you.

## JisuLife Handheld Fan Pro1 S

The JisuLife Handheld Fan Pro1 S is a high-performance tool built to cut through thick Thai humidity. Its 15,000 RPM motor delivers "hurricane" wind speeds of 9m/s—far stronger than typical portable fans—while a stepless scroll wheel lets you precisely adjust between 1 and 100 speed levels. Encased in a premium aluminum alloy body with a smart LED display, it provides a high-velocity blast that accelerates sweat evaporation for instant relief in crowded night markets or during long commutes.



## Dometic CFX3 100 Coolfreeze

Say goodbye to melting ice bags and lukewarm drinks. The Dometic CFX3 100 completely redefines outdoor refrigeration by bringing heavy-duty, deep-freeze performance straight to the beach or the bush. Sporting a massive 99-liter capacity, this rugged portable fridge-freezer features a high-performance VMSO3 compressor that cools down to a frosty -22°C while drawing minimal energy. Built to thrive in punishing tropical humidity, its ExoFrame construction and aluminum handles are virtually indestructible, while its smart power management system lets you run it directly off a vehicle's DC socket, a portable lithium battery, or a fold-out solar panel array for ultimate off-grid independence.



# ACCOUNTING FOR SUSTAINABILITY

## CHAPTER 8 - FINAL SUMMARY

This chapter summarizes the benefits of accounting in monitoring business performance, diagnosing operational issues, and evaluating the quality of business growth throughout the entire business cycle.

### Main Points

#### 1. Quality of Business Growth

- Profit margin analysis.
- Ability to convert income into cash, including the collectability of accounts receivable.
- Free Cash Flow (FCF) coverage for debt repayment and the capacity to support business expansion.

#### 2. Business Monitoring and Diagnosis of Business Health

Cash flow is a major tool for monitoring and analyzing business performance in various aspects, including:

- Sources of income, including normal operating income and extraordinary income, together with related cash collections.
- Operating costs and debt repayments.
- Capital Expenditures (CapEx) required for business growth and maintenance.

#### 3. Efficiency Analysis and Future Forecasting

- Free Cash Flow (FCF) Yield =  $\text{FCF per share} \div \text{Market price per share}$ .
- FCF to Total Sales Ratio = Ability to convert sales revenue into cash.
- Cash Flow-to-Debt Ratio = Ability to repay all outstanding debts.

#### 4. Accuracy of Financial Data Analysis for Management Decision-Making

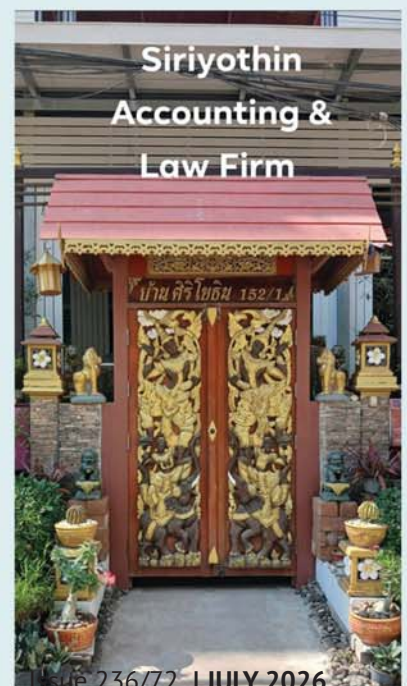
The reliability of financial analysis depends on: Ethical Standards of the Accounting Profession

- Honesty and integrity.
- Objectivity and independence.
- Professional competence and due care.
- Confidentiality.
- Professional behavior.
- Transparency.

### Legal Controls

- Compliance with the Accounting Professions Act and other relevant regulations.

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*& Beyond.....*

**GRAND MERCURE**

KRABI AD NANG

*A New Gateway to the Islands*

# Discovering the Stunning New Grand Mercure Ao Nang



by Gloria Jones

Carved out of Ao Nang's magnificent limestone cliffs, the stunning Grand Mercure Krabi Ao Nang is a truly elegant resort. Only in its soft-opening phase when we visited, everything was brand new and felt like it had just been unwrapped for us. With experienced General Manager David Coyle at the helm (we met him previously at the Grand Mercure Danang) we could see his "new baby" already embodied all the qualities expected of a Grand Mercure resort. Part of the Accor hotel group, one of the world's largest hospitality companies operating nearly 6,000 hotels in more than 100 countries, Grand Mercure sits within the group's premium upscale portfolio of renowned brands including Raffles, Mövenpick, Sofitel and Orient Express. The Grand Mercures are further distinguished from Mercure Hotels by being premium upscale resorts with larger rooms, refined furnishings, enhanced facilities, more personalised service and a strong emphasis on local culture.



David proudly shared some of the traditional Thai rituals practised at the hotel each day that show his entire team's devotion to giving their guests a glimpse of local culture. One of the most captivating rituals is the early evening candle ceremony, during which team members dressed in traditional Thai attire walk through the resort, passing through the swimming pools and public areas. The graceful procession with hand held candles and the gentle sound of a gong creates a wonderful sense of calm and tranquility whilst reflecting the hotel's commitment to celebrating local heritage. Guests are also invited to participate in the art of lotus flower folding. The lotus, a symbol of strength, beauty and resilience in Thailand, carries deep spiritual significance.



Before this experience, I had never fully appreciated the patience and skill required to transform its petals into intricate decorative forms. An important tradition in Thai culture, particularly within Buddhist ceremonies, lotus folding is regarded as an act of mindfulness, respect and devotion.

This charming blend of authentic Thai traditions and warm hospitality, combined with Grand Mercure's exacting standards of comfort and quality, creates a memorable guest experience. From the luxurious bedding and thoughtful interior design to the carefully selected furnishings and tableware, every detail has been considered. Interiors have been specifically designed to reflect the natural beauty of Krabi. Especially the limestone cliffs where sunlight transforms their colours from cool blues and greys to warm orange and pinks at sunset. These changing tones are also echoed in the room décor and woven rugs, which also pay tribute to local weaving traditions. As well as fabulous dining amenities the bar lounge is a must visit as soulful music and wonderfully comfortable seating make it an ideal setting for a morning coffee or a perfectly balanced cocktail.



The resort is only 600 metres from the beach front and so provides an excellent new gateway to some of southern Thailand's most beautiful islands, including Koh Phi Phi, Bamboo island and many others, all accessible by speedboat from nearby piers. The hotel's staff are happy to arrange excursions and transportation. Or for those wishing to stay closer, there are traditional long-tail boats at Ao Nang Beach that depart regularly for the spectacular Railay Beach. The journey costs a mere 100 baht per person each way. Accessible only by boat, Railay's dramatic scenery and pristine sands provided some of the most spectacular shots during our stay in Krabi. Back at the magnificent stretch of Ao Nang Beach it's just a short stroll to the fascinating Landmark Night Market, for some souvenir shopping, sampling of local delicacies, Muay Thai boxing and live music.

Just a thirty minute taxi ride to Krabi International Airport and then a flight that only lasted 1hour and 5 minutes to Suvarnabumi meant that staying at the Grand Mercure Krabi Ao Nang was as convenient as it was luxurious. We will have fond memories of our stay there with David and his enthusiastic, smiling team, whose warmth and genuine hospitality shone through in every interaction. The heart they bring to welcoming guests is remarkable and undoubtedly one of the hotel's greatest strengths.

# GRAND MERCURE

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# GRAND MERCURE PHUKET PATONG



The Grand Mercure Phuket Patong is easily accessible from Pattaya. There are frequent flights from Suvarnabhumi and Don Mueang airports that take just 90 minutes to Phuket. Then with around an hour's drive to the resort, it's an ideal place to enjoy a short break. The hotel provides a peaceful retreat from Patong's lively atmosphere while remaining within easy walking distance of the beach, markets, shops, restaurants, and nightlife. Also everyone at the Grand Mercure is welcoming and friendly. From the General Manager, a long-time Thailand resident with extensive local knowledge, to the maid pushing a linen cart down the corridor who greets you as you pass the whole team here give genuinely smiling, friendly service.



The dining options are excellent and I must give special mention to the incredible breakfast buffet. Catering to such a wide variety of nationalities means the dishes are many and varied. There are vegetarian specialities at the Taste of India table alongside freshly made smoothies and local fruits. Also, Asian noodles, Dim Sum, Thai curries, Halal meats, cheese and cold cuts, homemade yogurts and of course an egg station with full English and American specialties. Alongside the pastries I marvelled at freshly baked breads that included sourdough, ciabatta, Kraftkorn and gluten free. It would be easy to over indulge but there were signs everywhere to remind diners not to overload their plates saying "Here the food is too good to waste" so true! A plentiful supply of coffee brought to the table by friendly waiting staff was an added bonus that really set us up for the day.

We decided to go take a look at Phuket Old Town as it's one of the island's most colourful and culturally rich areas. Heading down Thalang Road from the brightly coloured town hall, we came across many charming cafés, boutique shops and painted shophouses. The old town also offers a taste of Phuket's multicultural identity, influenced by Chinese, Malay, and Thai communities that have lived here for generations. Housed in a beautifully restored Sino-Portuguese mansion is the fascinating Thai Hua Museum. With interactive exhibits, photographs, and displays it tells the story of Chinese immigrants who came to Phuket during the 19th century to work in the island's booming tin-mining industry.

The museum explains that tin was one of Phuket's most valuable resources and attracted workers, merchants, and entrepreneurs seeking economic opportunities who played a significant role in shaping Phuket's economy and society.



After all the day's walking there was a lovely swimming pool in which to relax, refresh and rejuvenate. At the Grand Mercure Phuket Patong, if you wish you can even opt for a one or two bedroom villa to give constant pool access. Swim up to the Bounce Pool Bar for a happy hour special. Or find your way to the craft bar to enjoy the famous Chalong Bay rum mojitos for a tropical twist!

Some guests opted for Thai cookery lessons or a spin at the Fitness centre but I decided a full body massage at the award winning Ryn spa was just what was needed. I have to report back that it was really first class and once again the staff were amazing!



**GRAND MERCURE**  
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# *Grand Mercure Khao Lak Bangsak Where Relaxation Comes Naturally*



*by Gloria Jones*

The Grand Mercure Khao Lak Bangsak is a five-star beachfront resort located on the peaceful shores of Bangsak Beach in the province of Phang Nga, north of Phuket. Stretching along the Andaman Sea surrounded by tropical forests, rolling hills, and national parks Khao Lak is one of Thailand's most beautiful coastal destinations.

It feels wonderfully removed from the pace of everyday life and offers a welcome retreat for those wanting some chilled tranquillity. We certainly appreciated the feeling of relaxation that settled on us immediately upon checking in.



The traditional design of the resort draws inspiration from Southern Thailand's riverside villages, with low-rise wings, surrounded by tropical gardens and swimming pools that flow through the grounds. This really is a resort that offers a combination of charming Thai heritage with modern luxury that we were able to fully appreciate as our buggy took us on a quick tour before arriving at our elegant and spacious suite. We were delighted to also enjoy direct pool access that further enhanced our experience by making us feel even more at one with the beautiful surroundings.





The resort's facilities are excellent. In addition to the multiple swimming pools, there is a kids' club, spa and well-equipped fitness centre. But for me the most enjoyable way to get my step count in was to just stroll along the well maintained grounds directly on to the beach. Grand Mercure Khao Lak Bangsak is more than just a luxury beachfront resort. It's a place designed for switching off and slowing down. Also, as we walked amongst all the beautifully manicured nature, drivers of passing buggies would give us a friendly greeting.

In fact throughout our stay, the staff were consistently warm, attentive, and genuinely welcoming. That sense of care is something we experienced at all the Grand Mercure properties. The hospitality never feels forced - always authentic. transforming an already beautiful resort into somewhere that feels truly memorable.



Food is always an important part of my holiday, and Grand Mercure Khao Lak Bangsak's breakfast at The Patio Restaurant certainly doesn't disappoint. Also I would really encourage any visitors to here to enjoy a meal at their Green Mango Restaurant. Specialising in authentic Southern Thai cuisine, my standout dish was the sizzling Wagyu Massaman curry. rich, fragrant, and beautifully prepared - it went very well with an expertly made whisky sour. The Soak Pool Bar also deserves a mention offering great views down to the beach especially at sunset.



If you long for an escape that involves tropical surroundings, outstanding food, attentive service, and the chance to completely de-stress, Grand Mercure Khao Lak Bangsak delivers exactly that.



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# TRAVELS TO VIETNAM



## FINAL DESTINATION HOI AN

By Gloria Jones

It seemed impossible to live this close to Vietnam and not visit. So with Da Nang just 1 hour and 40 minutes from Bangkok's Don Mueang International Airport, it was time to explore and report back. If you missed our earlier articles about this fascinating country you can still read them at [pattayatrader.com](http://pattayatrader.com). This month our final article is about our visit to Hoi An. One of Vietnam's most charming destinations it has been recognized by UNESCO as a World Heritage Site because of its historical and cultural importance.

This is because the history of Hoi An stretches back more than 2,000 years when the town flourished as an international trading centre. Due to its location on Vietnam's central coast near Da Nang, Hoi An was once one of Southeast Asia's busiest trading ports. Merchants from China, Japan, India, and Europe would exchange goods such as silk, ceramics, spices, and tea and because of this Hoi An developed a unique architectural style. Many of the old wooden houses and merchants residences combine local traditions with foreign influences and still remain remarkably well preserved today. When you walk through the narrow streets it really gives you a feeling of stepping back in time.



Nowhere is this more true than when you visit the area's most iconic landmark: the Japanese Covered Bridge. Built in the late 16th century by the Japanese community living in Hoi An, the bridge symbolizes a historical connection between Japanese merchants and local residents. Its elegant design, wooden structure, and small temple make it one of the most photographed attractions in Vietnam. The day we visited it there were visitors from all over the world stopping to take pictures - especially the many Chinese tourists.

In fact tourism has become essential to Hoi An's economy, bringing both opportunities and challenges. Tourism creates jobs and encourages preservation of historical buildings but Hoi An has also to deal with overcrowding and environmental concerns. Local authorities and conservation groups continue to work on protecting the ancient town from pollution, commercialization and most seriously flooding. For the lantern-lit streets, preserved architecture, riverside atmosphere, and rich cultural heritage make it an important stop for travellers from all around the world who come to experience its blend of Vietnamese, Chinese, Japanese, and European influences.

The shopping is also great here as local workshops produce lanterns, pottery, wood carvings, and silk using techniques passed down through generations. Also the town is famous for tailoring, and you can order custom-made clothing from local tailor shops. Dresses, shirts, suits, even shoes are ready within just a few days and support local families and businesses.



As do the many pretty cafes and restaurants as food is another major reason why travellers love Hoi An. It is considered one of Vietnam's culinary capitals offering a wide range of traditional dishes. For me the standout local specialty was the white rose dumplings. Delicate hand made rice-paper dumplings are usually filled with shrimp or pork and become translucent when cooked. Another favourite was of course Vietnamese coffee. We loved all varieties: Salt, Egg and Coconut and got our fill in Hoi An knowing that it would be one of the things we would really miss when leaving Vietnam.





Certainly the last stop on our tour of Vietnam was a definite highlight. Hoi An is beautiful both day and night with small boats rather like Vietnamese Gondoliers ferrying tourists along the Thu Bon River. Magical to look at when the sun sets and the hundreds of colourful lanterns illuminate the boats and riverside streets. It is impossible to visit Hoi An without falling in love with these richly painted lanterns, which are a symbol of the city and represent luck, happiness, and prosperity. Check your dates when visiting as every month on the 14th day of the lunar month when the full moon peaks there is a Hoi An Lantern Festival. Electric lights in the Ancient Town are dimmed or turned off and the streets glow with thousands of colourful handcrafted lanterns.

You can also participate by releasing small, candle-lit paper flowers onto the river while making a wish.

My wish when leaving this charming place was to return again to Vietnam - perhaps next time to explore Ho Chi Minh, the Mekong Delta and the beautiful island of Phu Quoc. This country with its friendly people, rich cultural heritage and fascinating diversity of destinations really made an impression and I can certainly say there is much about Vietnam that makes it a great place to visit.



# Global destinations upgrade transit, healthcare as senior travel market nears \$2 trillion

By : Marga Manlapig

With the silvering of global travellers, several capitals and notable cities are rolling out their welcome mats together with a host of senior-friendly amenities. Fortune Business Insight recently published a report on the global silver travel industry, citing how it is now worth close to US\$1.87 trillion as of end-2025. Consequently, if the market grows at a compound annual growth rate (CAGR) of 8.6 percent, we may see its worth soar to around US\$2.07 trillion by the end of this year. So it isn't surprising that a number of countries are rolling out the red carpet for older travellers whilst ensuring that they have everything they need for a safe, comfortable, and memorable trip.



## Spain: Older people with more buying power

A 2026 report from Caixa Bank Research shows that consumers over the age of 65 now have purchasing power beyond the national average and are, consequently, responsible for a significant part of tourism spending both domestically and internationally. Spanish silver travellers tend to go more for domestic trips getting great value for their money in lesser-known destinations throughout the country. Likewise, as Spain is rapidly rising as a centre for wellness and culture-driven slow tourism, older travellers from abroad are making their way over to regions like Tenerife where facilities are opening for preventive healthcare, healthy ageing, and general recovery from both stress and injury.

## Thailand: Healing is still the new luxury

The Southeast Asian nation has long been a bastion for global medical tourism, so it isn't surprising that it is a hub for older travellers seeking quality healthcare at more reasonable rates than in their home countries. As a result, Thailand's hospitality sector has stepped up its game in keeping with the growing popularity of wellness and rejuvenation retreats. For senior guests flying in for medical procedures or therapy, the country has facilities offering world-class facilities and assisted travel options for those staying for longer periods of time.

## Japan: Super-ageing has its benefits

Given that the Land of the Rising Sun has the world's oldest population with 29.3 percent of its people aged 65 and older, it has worked to develop a super-ageing environment from which the rest of the world could learn regarding accessibility. National institutions like JR Pass for rail travel offer ample ways for older travellers to get around, including barrier-free entry, a proliferation of lifts and mechanised walkways and ample assistance from trained staff and volunteers. Also, in smaller towns and cities, community centres open their doors to older travellers, be they local or foreign, engaging them in meaningful and immersive cultural activities.

## Malaysia: A second home in Southeast Asia

For retirees seeking to leave their home nations for a proper change of scenery and pace, Malaysia could prove to be an unexpected boon. The country's My Second Home programme has successfully drawn in older folk from overseas who wish to stay for the long term to enjoy an affordable yet high-quality way of life. The fact that the country is listed among the world's safest and most politically stable nations has added lustre to its reputation, as well as the excellence of its medical tourism facilities which have been a great help to older travellers.

## China: Accessibility is a national priority

China's silver tourism industry is now considered a priority sector for its national government. As of end-2025, over a million Chinese travellers over the age of 65 have made the most out of new innovations in rail travel that are specifically for their comfort, including dedicated train carriages outfitted with accessibility features and staffed with trained caregivers. However, the country still needs to do something about digital illiteracy in an increasingly digital-centric economy, as well as measures regarding travel insurance and medical care on the go for older individuals.

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# An Interview with Jo and Nee: Part 3

## An Honorable Transition: Selecting the Future Custodian of ESP STETCO

For more than a decade, ESP STETCO has operated as a foundational pillar for the Pattaya expat community. Managing over 200 villas, apartments, and commercial entities, alongside sensitive legal deeds, corporate accounts, and estate planning, the company has always been anchored by a singular philosophy: protecting legacies.

But true legacy isn't just about what you build today it is about ensuring that what you build is strong enough to endure for the generations to come.

As founder Jo Stetten begins to plan for a gradual, long-term transition toward retirement, we sat down with Jo and his partner, Nee, to discuss how they are meticulously preparing ESP STETCO for its next chapter of leadership without compromising the absolute trust their clients depend on.

**Q:** Jo, you've had an incredible 50-year career spanning international luxury hospitality and nearly a quarter of a century serving the Pattaya community. Why is focusing on the future of the company so important to you right now?

**Jo:** "When you handle things as deeply personal as a client's property deeds, their corporate structures, or their final testaments, you realize very quickly that your business cannot just be about 'one person'. It requires a permanent institution. 'Stopping' is simply not an option when people rely on you to safeguard their life's work.

Because of that, preparing for a long-term transition is the most responsible, professional thing I can do for our clients. I am not stepping away overnight; rather, I am focused on ensuring the next generation of leadership inherits a flawless system that continues our exact values of precision, discretion, and a 'guest-first' mentality."

**Q:** Nee, from an operational and legal standpoint, how has the company been structured to ensure this seamless continuity?

**Nee:** "Over the years, Jo and I didn't just build a client list we built a highly robust, fully self-sustaining legal and administrative infrastructure. Our relocation to our modern premises at View Talay Project 1 B allowed us to centralize our specialized legal, accounting, and property management teams.

Every process, from tracking multi-year visa renewals to executing complex corporate audits, is standardized and systemized. ESP STETCO is fully staffed by dedicated, multi-lingual professionals who manage the day-to-day operations seamlessly. The daily reality is that our team handles the heavy lifting, meaning our clients will experience absolutely no disruption as Jo takes a well-deserved step back into an advisory role."

**Q:** Jo, this brings us to the crux of the matter. You are actively looking to pass the torch. What kind of individual or partner are you searching for to step into this legacy?

**Jo:** "We are taking a very deliberate, soft-handed approach to this. This isn't about an urgent sale; it is about carefully selecting someone worthy of the trust our 'friends, not clients' have placed in us for decades.

We are opening our doors to speak with dedicated professionals, established entrepreneurs, or astute investors who possess a unique combination of traits: high ethical standards, deep financial capability, and a genuine respect for the Pattaya community. The right successor will understand that they aren't just buying a profitable business with an immaculate reputation they are stepping into a vital community role as a guardian of expat security."

**Q:** What does the future look like for ESP STETCO once the right successor is found?

**Nee:** "It looks like growth built on a rock-solid foundation. The core DNA of the company will remain entirely unchanged. The incoming partner will have the incredible advantage of inheriting a fully operational, highly respected institution with a loyal client base and a seasoned team already in place."

**Jo:** "Exactly. I want to look back years from now and see ESP STETCO thriving, still keeping our clients' assets safe, and still serving as the ultimate bridge between European expectations and Thai reality. By inviting the right professional to carry the torch forward now, we ensure that this house of trust remains standing for another fifty years."



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