

Report of the Marketing Awards for the PATA Gold Awards 2023



Entry Title: *“A Valley in Bloom”*

Ang Khang Royal Agricultural Station, Chiang Mai

Link: <https://app.tatmediaassets.com/s/WKHL8oXjT9caC83>

Award Code: TP Travel Photograph

Award Code: TP Travel Photograph

Entry Title: *“A Valley in Bloom”*

Ang Khang Royal Agricultural Station, Chiang Mai

Link: <https://app.tatmediaassets.com/s/WKHL8oXjT9caC83>

Target Audience: General Tourists

Market Segment:

Distribution: Through TAT overseas and domestic offices.

Objectives: To illustrate the biological and geological diversity that exists in Chiang Mai province, Thailand.

Description:

At the Ang Khang Royal Agricultural Station, Chiang Mai Province, cold climate plant and tree species are planted all the way to the summit. Strong-rooted, hardy species, suitable for mountainous conditions are selected but every January there's a vivid explosion of colour as Himalyan Cherry Blossoms bloom across the slopes and in the valley in hues of delicate pink and brilliant white. This explosion of seasonal colour is hemmed in by an area of green, terraced tea plantations; a contrast which perfectly completes the picture-perfect landscape.

Names and titles of the persons responsible:

Mrs. Rujiras Chatchalermkit

Executive Director, Marketing Services Department

Tourism Authority of Thailand