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THAILAND

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ISSUE 01



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• • THE ULTIMATE • • BACKLOT OF ASIA

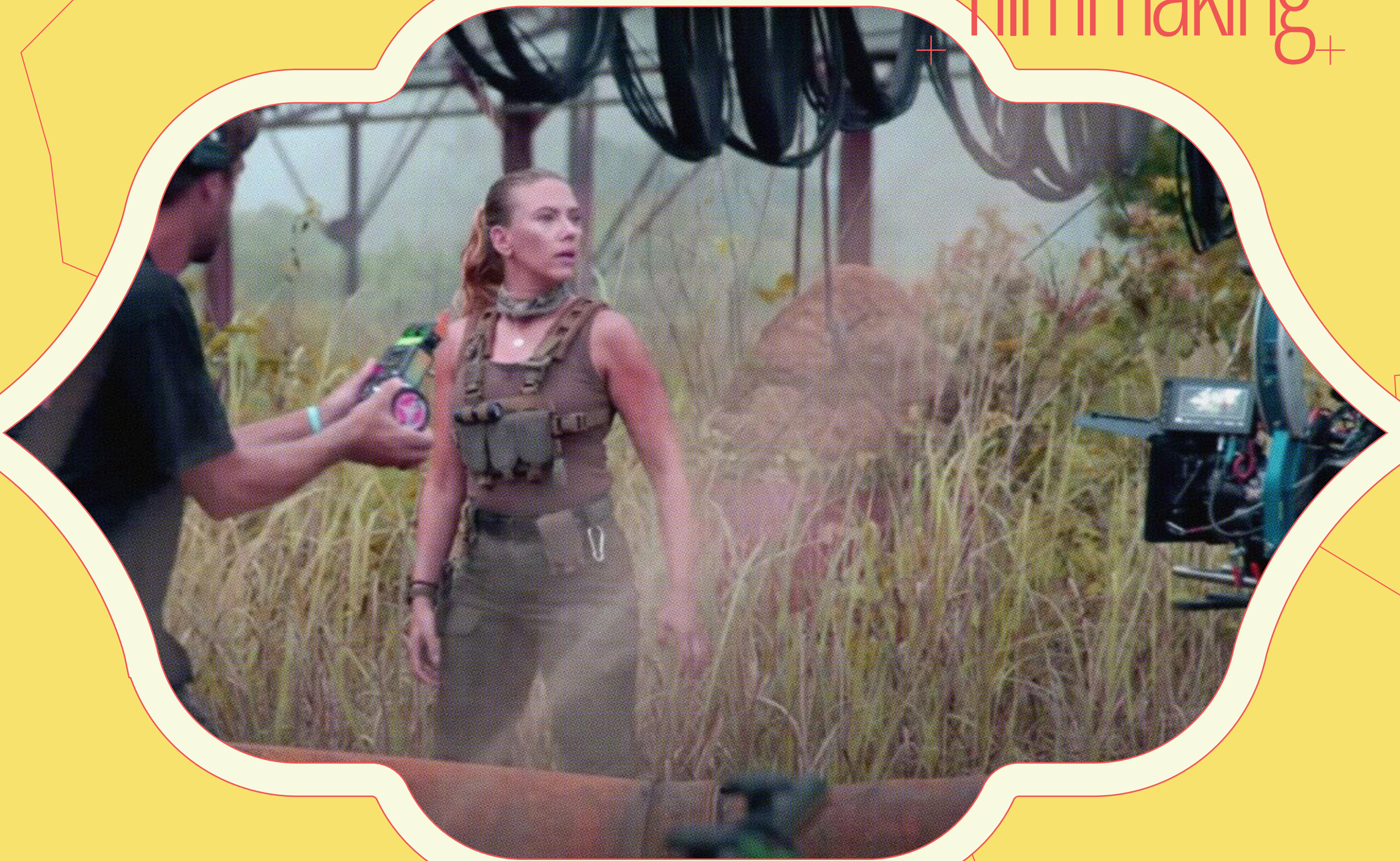
Some Places
are Destinations

Thailand is a
Production Universe

THAILAND

From neon-lit city streets and ancient temples to misty mountains, tropical islands, and cinematic coastlines, Thailand offers an extraordinary range of locations within a single country. Crews can capture multiple worlds, cultures, and visual identities—all within a few hours of travel.

filmmaking

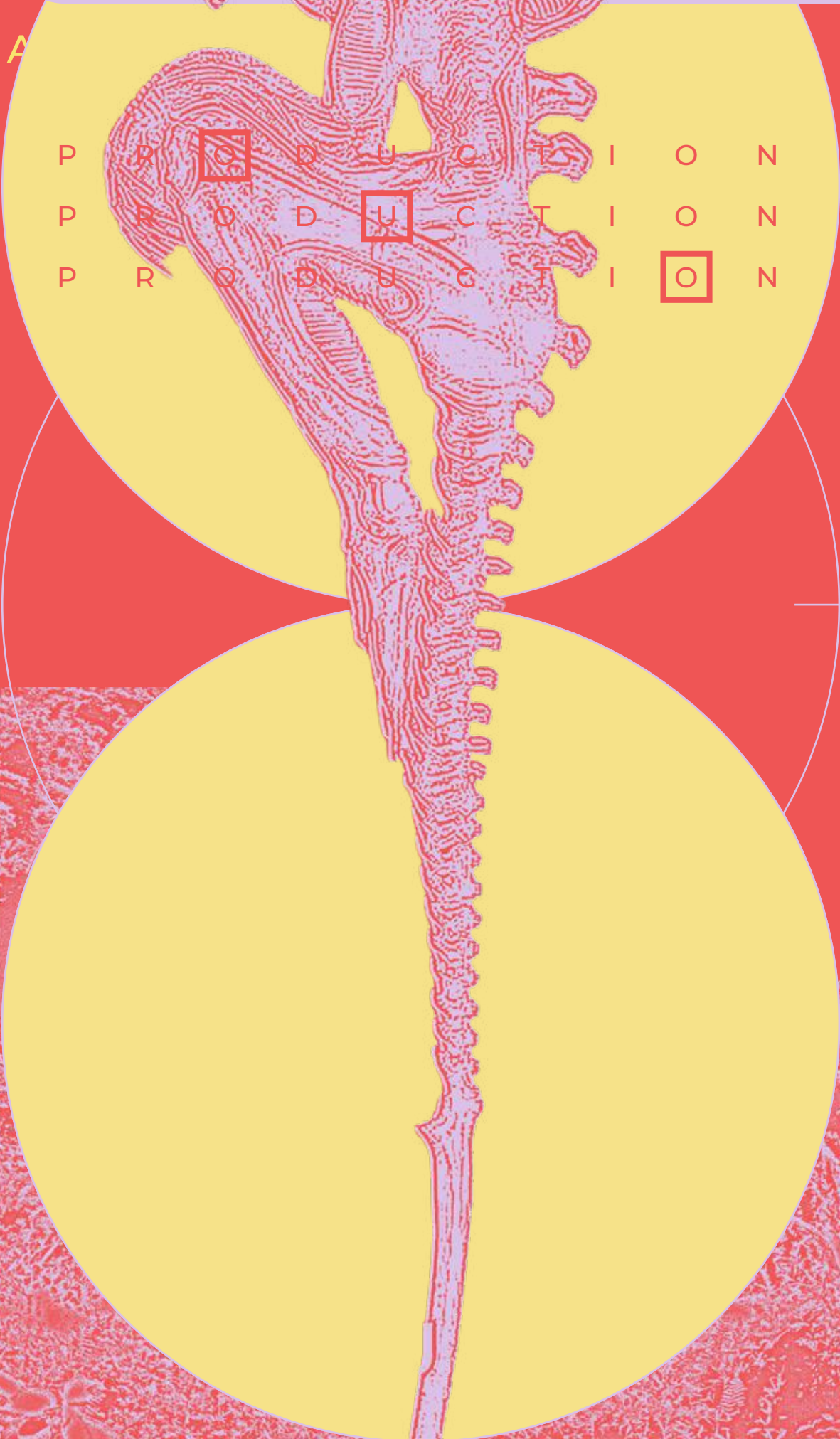


P R O D U C T I O N
P R O D U C T I O N
P R O D U C T I O N



Thailand is more than a beautiful backdrop. It is one of Asia's leading production hubs, home to world-class crews, advanced studios, virtual production facilities, and decades of international filmmaking expertise.

• • • • • THAILAND PRODUCTION • • • • •



Jurassic Park



Productions choose Thailand not just for what it is, but for what it can become. The Alien franchise used Thailand's dramatic caves and limestone landscapes to create the atmosphere of distant worlds. Jurassic Park and related dinosaur adventures showcased Thailand's jungles as prehistoric environments. Marvel Studios has filmed across Thailand's streets, coastlines, and natural landscapes for the Marvel Cinematic Universe.

Every location tells a story. Every production finds a stage for its next scene.

HOW TO SOUND LOCAL



A quick introduction to “Thai Style” slang you’ll hear on location, on set, and everywhere in between.

Phrom Thai! ... ACTION!!! (พร้อมถ่าย!...แอ็คชั่น)

“Ready to roll” and ACTION!!!



Reo reo! (เร็วๆ)

“Quick, quick!” Speed up. We’re rolling
* Important to say with a smile.



Sabai sabai (สบายๆ)

“Easy, relaxed.” A reminder to stay calm under pressure. Fast work, cool energy.



Su su! (สู้ๆ)

“Energy up” Encouragement on long shoot days. Pure positive energy.

Mai pen rai (ไม่เป็นไร)

“No problem, Issue? Solved.”
Our national stress-reduction system.

Gin khao!

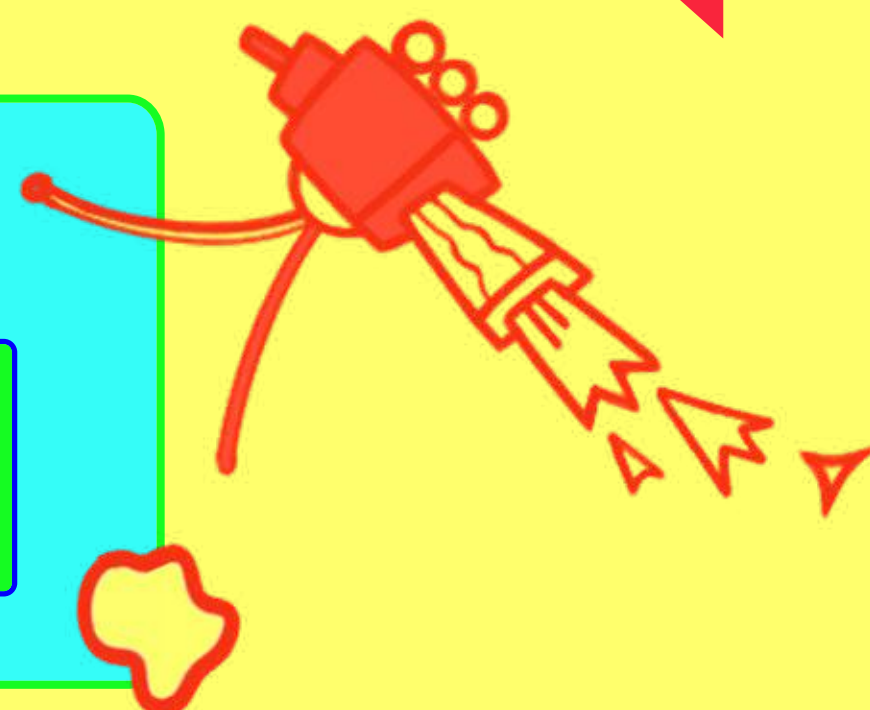
(กินข้าว)

“Let’s eat!”

The only call stronger than “Action.”

Jai yen yen na (ใจเย็นๆนะ)

“Take it easy” Usually this word is for Thai team not to run or rush on the set...the crew are very fast.



THE MOST IMPORTANT CALL AFTER “THAT’S A WRAP.”

Wrap laew! (แปปแล้ว)

“Wrapped!”
That’s how we finish.

TIPS

In Thai, **ka** (ค่ะ/คะ) and **krub** (ครับ) are polite particles added to the end of almost any sentence to show respect, friendliness, and warmth.

The particle you use depends on your own gender identity, regardless of the person you are speaking to:

Ka (ค่ะ / คะ)

Used by female speakers.

kruB (ครับ)

Used by male speakers.

But if you are a guy but you want to talk soft soft to the girl you can say “Ka” too

WHY

THAILAND

Thailand is a filmmaker's paradise. In one country, you can capture tropical beaches, dramatic mountains, dense jungles, vibrant cities, and ancient temples – all within hours of each other. Its incredible diversity means one location can double for many places around the world.

**Everything, Everywhere
All in One Destination.**



Beyond stunning scenery, Thailand offers skilled crews, modern studios, and strong government support for international productions. High-quality production comes at competitive costs, helping filmmakers stretch their budgets without sacrificing excellence.

Add in rich culture, breathtaking visuals, and the warm hospitality of the “Land of Smiles,” and Thailand becomes more than just a filming location – it becomes the perfect stage for unforgettable stories.



WHERE IT SITS IN THE REGION

RIGHT IN THE MIDDLE OF IT ALL, THAILAND TRULY CONNECTS THE REGION

Thailand sits right in the heart of Southeast Asia. It's like the region's natural crossroads! Thailand is surrounded by Myanmar, Laos, Cambodia, and Malaysia — and it even has coastlines on two different seas: the Andaman Sea and the Gulf of Thailand.

Because of its central location, Thailand is often called the “Gateway to ASEAN.” You can reach many major Asian cities within just a few hours by flight. That's one reason it's such a hotspot for travel, business, and international film productions.



GEOGRAPHY, WITHOUT THE DISTANCE



MULTIPLE LANDSCAPES IN ONE COUNTRY.

In the north, misty mountains and cool highlands are covered with forests and hill tribe villages.

The northeast features wide plateaus and the powerful Mekong River shaping rural life.

Central Thailand is the nation's heartland. It's a vast, fertile plain shaped by the Chao Phraya River. This region is home to Bangkok, the dynamic capital where glittering skyscrapers rise beside golden temples and traditional canal communities.



In the south, dramatic limestone cliffs tower over turquoise waters, and tropical islands offer postcard-perfect beaches.

Thailand is one of the few countries in the world with coastlines on two different seas - the Andaman Sea and the Gulf of Thailand - giving you two completely different ocean landscapes in one country!



Thai people are known for their warmth, respect, and collaborative spirit. The country's strong service culture means crews are hardworking, adaptable, and solution-oriented. Thai teams are experienced in handling international standards with professionalism and flexibility.

When it comes to getting work done, Thailand runs efficiently.

The country offers experienced line producers, skilled technicians, modern equipment, and streamlined permit processes supported by the Thailand Film Office. From pre-production to post-production, crews are organized, resourceful, and known for delivering high-quality results on time and on budget.

In Thailand, filming isn't just possible — it's smooth, professional, and surprisingly seamless.

THAILAND : THE ANCHOR OF SOUTHEAST ASIAN PRODUCTION



At the heart of the region, Thailand connects
world-class crews, advanced infrastructure,
and extraordinary location diversity.

READY TO ROLL

CLIMATE, SEASONS & SHOOTABILITY

365-day shootability. One destination.

**THAILAND DOESN'T
HAVE AN OFF-SEASON.**

It Has Different Moods.



Cool Season (Nov–Feb)
clean skies, sharp light, prime-time
conditions.



Hot Season (Mar–May)
high sun, long days, heat that hits the frame.



Green Season (Jun–Oct)
lush landscapes, dramatic clouds, rain that
resets the scene in minutes.

**With varied geography – beaches, jungles, mountains, and
modern cityscapes – productions can adapt schedules and
locations efficiently within a single country.**



RAINFALL PATTERNS



**Rain in Thailand isn't a shutdown.
It's a schedule adjustment.**



**The Green Season (Jun-Oct)
brings tropical showers**

typically short, intense bursts rather than
all-day washouts. Mornings are often clear.
Storms roll through. Skies reset. Light softens.
Landscapes turn cinematic.

For production, that means:



- Flexible call times
- Quick weather windows
- Dramatic cloud formations
- Richer greens, fuller waterfalls, mood-driven visuals

Coastal and southern regions may see heavier rainfall, while other areas remain highly shootable with smart planning.

**IN THAILAND,
RAIN
ISN'T THE ENEMY.**

6am

9am

11am

1pm

3pm

5pm

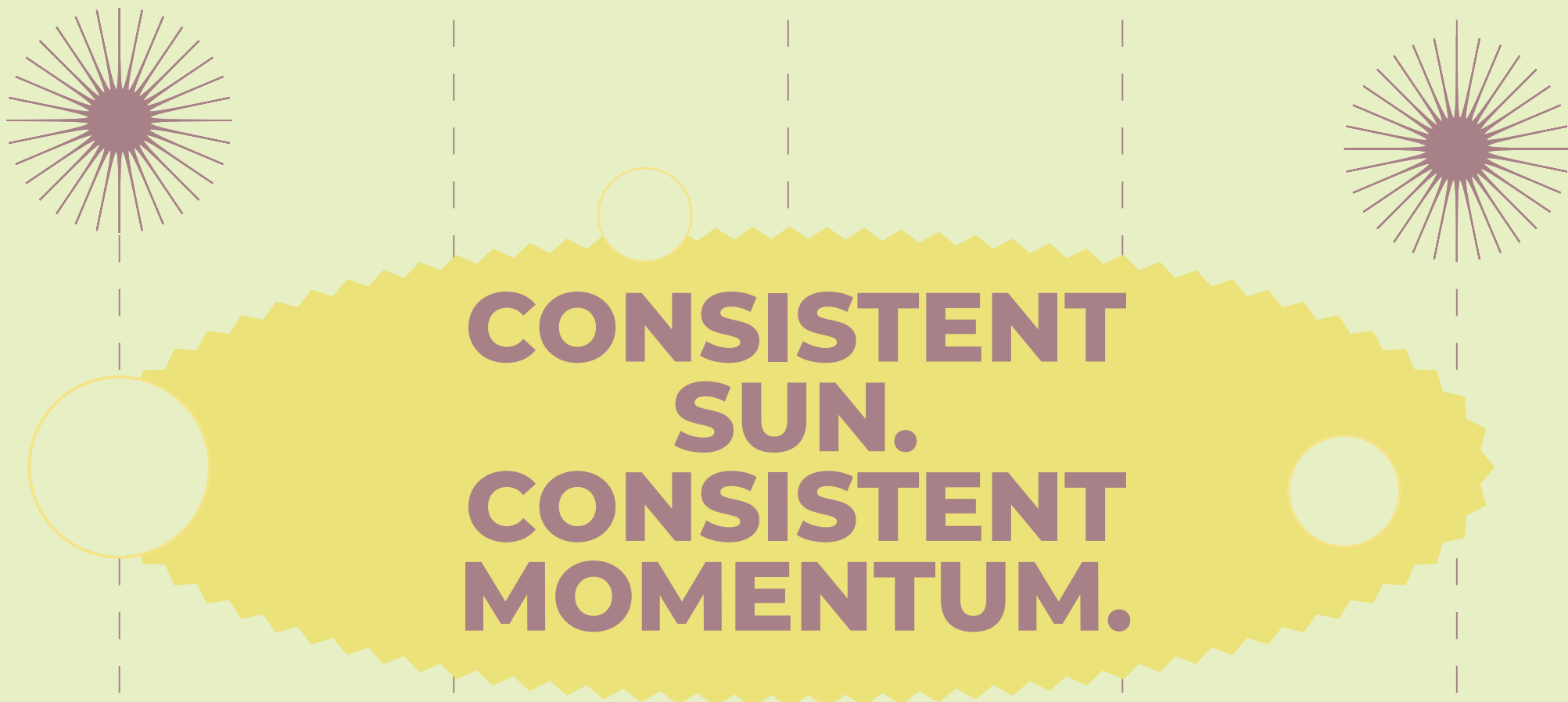
6pm

DAYLIGHT HOURS



Thailand delivers consistent daylight year-round - no extreme seasonal swings, no unpredictable short winter days.

Expect approximately 11–13 hours of daylight daily, with sunrise typically between 6:00–6:45 AM and sunset around 6:00–6:45 PM, depending on the season.



CONSISTENT
SUN.
CONSISTENT
MOMENTUM.



28°



29°



30°



33°



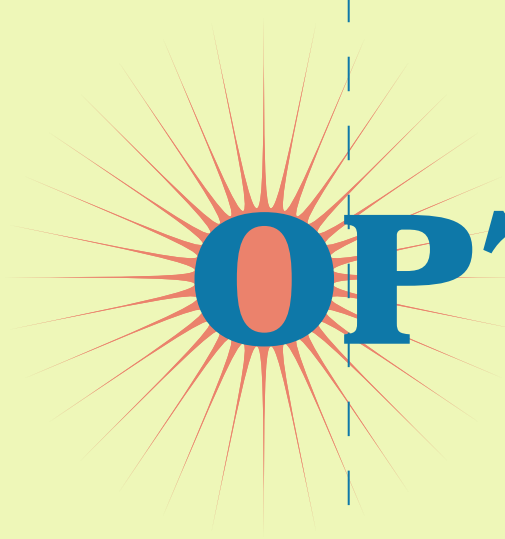
32°



31°



30°



OPTIMAL SHOOTING WINDOWS

11-02



November–February | Prime Window

Clear skies, lower humidity, balanced temperatures. Ideal for exterior-heavy schedules and long shoot days.

03-05



March–May | High-Sun Season

Strong, consistent sunlight and extended brightness. Perfect for bold visuals, summer campaigns, and high-energy scenes.

06-10



June–October | Green Season Advantage

Lush landscapes, textured skies, cinematic cloud cover. Rain typically arrives in short bursts — creating flexible windows and a dramatic atmosphere.

West Coast @ Andaman Nov-April is the sweet spot.

For ocean-dependent productions, calm seas, clearer skies, stable marine conditions. Ideal for island shoots, boat work, aerials, and beach exteriors.



East Coast @ Gulf of Thailand January–September is the sweet spot.

Thailand’s Gulf coast offers a different rhythm — calmer waters, longer dry stretches, and strong year-round shootability. Unlike the Andaman side, the Gulf’s weather pattern runs on a different cycle, giving productions strategic seasonal alternatives within the same country.

Two coasts. Opposite rhythms.



THAILAND READY WHEN YOU ARE.



VISUAL RANGE



THAILAND IS BUILT FOR MOVEMENT

Few countries offer the visual diversity of Thailand within such a compact and accessible geography.

In a single production schedule, crews can move from futuristic city skylines and vibrant urban streets to ancient temples, tropical islands, limestone cliffs, dense jungles, rice fields, mountain landscapes, and luxury beachfront resorts. Thailand's remarkable range of environments allows filmmakers to create multiple visual worlds without crossing borders.

OLD & NEW, SIDE BY SIDE

Bangkok's skyline tells two stories at once. Glass towers, neon-lit streets, and contemporary architecture rise directly beside golden temples, century-old shophouses, and canal communities that have stood for generations. That contrast is Bangkok's advantage: a crew can shoot a sleek, futuristic sequence and an old-world, historic one within the same afternoon, without ever leaving the city.

TROPICAL & IDYLIC

PHUKET

Southern provinces like Phuket, Krabi, and Koh Samui offer iconic limestone cliffs, white sand beaches, and turquoise waters.



KRABI



KOH
SAMUI



MOUNTAINOUS & TRADITIONAL

Northern regions, including Chiang Mai, Chiang Rai and Kanchanaburi feature mist-covered peaks, dense jungles, and traditional villages.





Kanchanaburi

Wat Rong Khun

Chiang Rai





Wat Pha Lat

Chiang Mai

Chiang Mai



HISTORICAL & FANTASY



Ancient ruins in Ayutthaya and Sukhothai
provide authentic backdrops for period
dramas and historical pieces.

Sukhothai Historical Park

Wat Mahathat





Wat Chaiwatthanaram

Ayutthaya

UNIQUE NATURAL FEATURES



The country also hosts specialized landscapes that feel truly different from elsewhere like limestone islets in Phang Nga Bay and Phi Phi Islands or Thailand's largest intact forest Khao Yai National Park.

* It is possible to film a sunrise in the mountains of Northern Thailand and be on a tropical beach location the next day – without leaving the country.



Koh Phi Phi Leh

Phi Phi Islands



Cheow Lan Lake

Khao Sok National Park



Koh Phi Phi Leh

Phi Phi Islands



**CULTURE
PEOPLE**

*Culture
People*

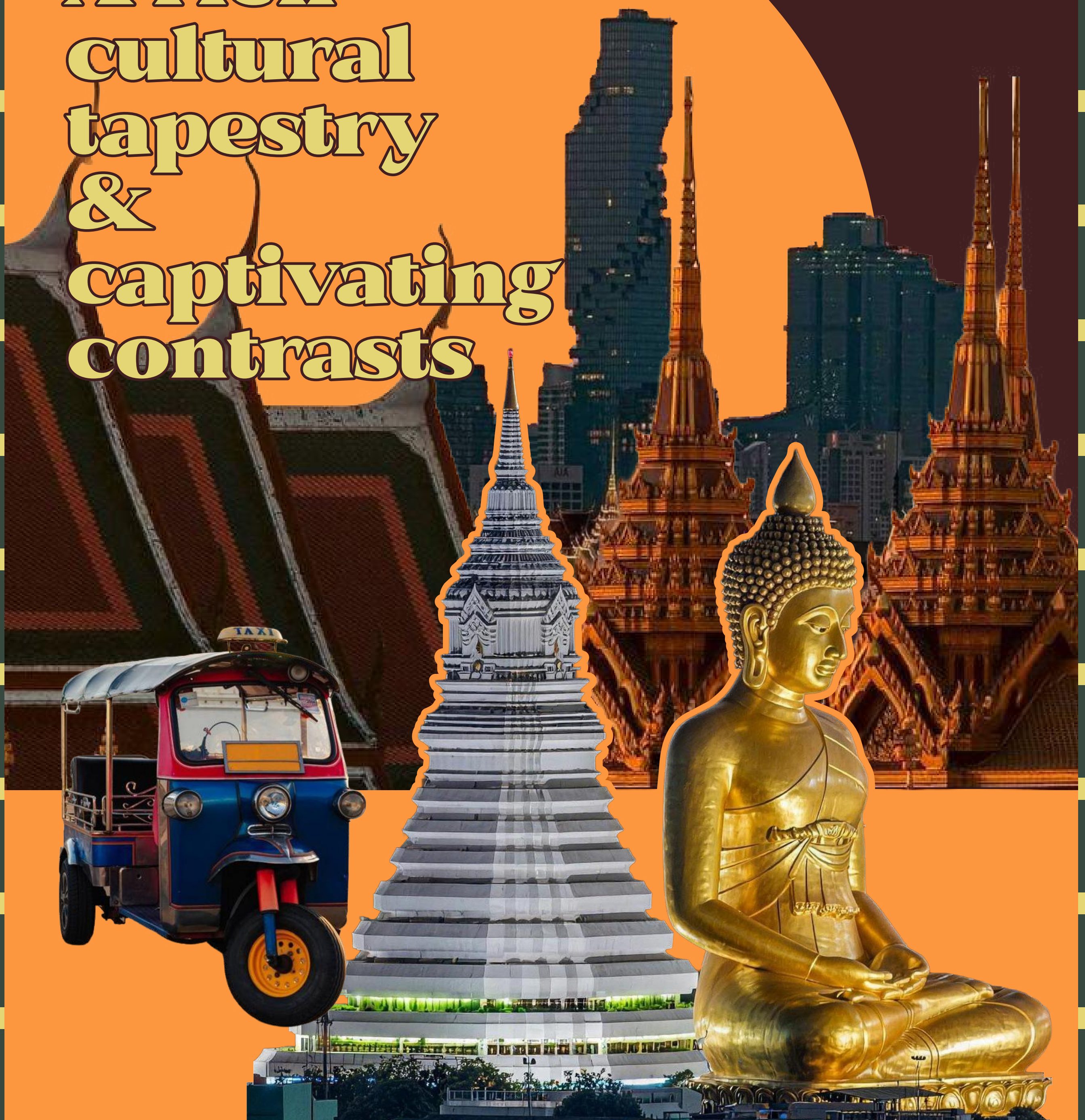
*The Thai
Way of Life*

**& THE THAI
WAY OF LIFE**

The Human Element:

Authentic Depth & Unmatched Hospitality

A rich cultural tapestry & captivating contrasts



Thailand offers a breathtaking cultural mosaic where centuries-old heritage seamlessly converges with ultra-modern dynamism. From the gilded, intricate architecture of ancient temples to the neon-drenched, high-energy skylines of Bangkok, the country is a living gallery of visual wonders. This unique blend of traditional Thai aesthetics and cosmopolitan flair creates a naturally layered, vibrant environment - offering rich textures and profound character that can be felt the moment you step into the country.





Vibrant daily life &&& Lived-In authenticity



The pulse of Thai daily life is dynamic, soul-stirring, and beautifully organic. Bustling morning markets floating on winding canals, world-renowned street-food stalls bursting with aroma, and the rhythmic flow of river commuters create an atmosphere full of life. These spaces possess a genuine, lived-in charm and an unmistakable sense of place. It is a world where daily routines are elevated into an art form, offering visitors immediate connection to authentic human energy.



Whoa

The spirit of legendary hospitality



yeah!

At the heart of Thailand's global appeal is the legendary warmth of its people. True to its reputation as the "Land of Smiles," Thailand boasts a deeply ingrained culture of kindness, respect, and open-hearted inclusivity.

This widespread cultural openness and natural grace ensure that foreigners are welcomed not just as visitors, but as cherished guests, creating an environment where people from all walks of life feel instantly at home.

Spectacular Traditions & Vivid Rituals



Throughout the year, Thailand transforms through a captivating cycle of world-famous festivals and spiritual observances. From the ethereal, candle-lit lanterns of Loy Krathong floating on the water, to the exhilarating, high-spirited energy of Songkran (the traditional New Year), the country moves to a seasonal rhythm of light, color, and motion. These vivid traditions infuse public spaces with ever-changing magic, offering an unforgettable immersion into a culture that celebrates life to the fullest.







FOOD AND LIFESTYLE



**STREET FOOD
IS HANDHELD CINEMA.**

Yes, everyone goes to Raan Jay Fai.
The goggles. The flames. The Michelin star.
The three-hour wait. Jay Fai is the icon.
But Thailand doesn't run on one flame.



MICHELIN

BIB GOURMAND

Recognized and fiercely loved, this spot is known for serious seafood-towering crab omelettes and crab fried rice loaded with premium meat and unapologetic heat.

51 Ekkamai 23 Alley (near Thong Lo), Khlong Tan Nuea, Watthana, Bangkok 10110, Thailand
Tel: +66 86 044 9478



(เชิญให้)

Here Hai Wattana

Massive portions, premium crab, heavy-handed generosity. Their crab omelette and crab fried rice are packed-not sprinkled. Big flavor. Big fire.



112/1 Soi Sukhumvit 63 (Ekkamai Rd), Khlong Tan Nuea, Watthana, Bangkok 10110, Thailand
Tel: +66 63 219 9100

MICHELIN

BIB GOURMAND

Garlic (กาลีค)

44 Soi Chotiwat, Bang Sue,
Bangkok, 10800, Thailand
Tel: +66 89 182 2640

Head to this unassuming yet charming restaurant for Thai home-style cooking in Bang Sue district. For over 40 years, diners have been relishing the cosy ambience and a Thai menu that favours seafood over meat. The crispy pork pairs up with a distinctive apple sauce; the tom yum coconut soup is enriched by the flesh of young coconut for a flavour that is a delightful deviation from the norm.



Saeng Chai Pochana (แสงชัย โปชนา)

762/5-6 Sukhumvit Road, Soi 32
Tel: +66 81 376 0150



The legendary late-night Thai-Chinese spot on Sukhumvit in Bangkok that feels like street food turned institution. Open from evening into the early hours, it's where locals (and insomniacs) go for salty, satisfying seafood, porridge, and classic Thai-Chinese dishes that hit hard without pretension.



Mhom (หม่อม)

125 Rama IX Soi 51, Suanloun, Suan Luang, Bangkok 10250
Tel: +66 83 932 8045

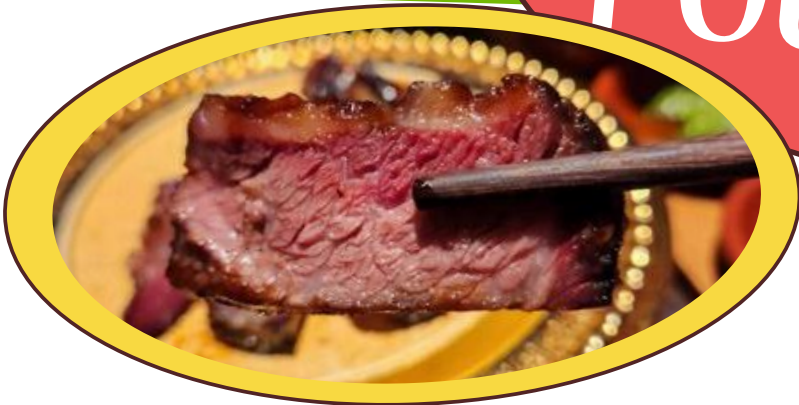


Home-style comfort food, like a heartwarming movie. Mhom is a cozy place and welcoming with a lovely terrace and air-conditioned indoor seating. It feels like you are dining at a friend's house rather than a formal restaurant. The menu features shareable dishes with bold, balanced flavours.



FINE DINING IS STORYTELLING.

Potong (โพทอง)



422 Vanich 1 Rd, Samphanthawong, Bangkok, 10100
Tel: +66 82 979 3950

Where flavors tell stories, and every space transforms into a destination. The restaurant is located inside a 120 year old Chinese herbal medicine building that belonged to Chef Pam’s family, Potong blends rustic and modern décor from the ground-floor bar to the rooftop chill space. Her progressive tasting menu, offered as a single set with optional upgrades, is infused with storytelling and showcases creative use of Chinese ingredients.

MICHELIN ONE STAR:
HIGH QUALITY COOKING

Bo.lan (โบลาน)

24 Sukhumvit 53 Alley, Khlong Tan Nuea,
Watthana, Bangkok 10110
Tel: +66 2 260 2962

HIGH QUALITY COOKING!



MICHELIN

ONE STAR

Set in a dark-wood traditional Thai house, this intimate spot champions heritage Thai cuisine with serious intent. Chef-driven, ingredient-led, and rooted in rare regional produce sourced from small farmers, the cooking revives time-honoured recipes with precision and restraint.

Le Du (ฤดู)

399/3 Silom 7 Alley, Si Lom,
Bang Rak, Bangkok, 10500
Tel: +66 92 919 9969

HIGH QUALITY COOKING!



MICHELIN

ONE STAR

- ◆ Thailand through the seasons, “Le Du” comes from the Thai word for “season.” The menu showcases local ingredients at their peak, presenting modern Thai cuisine through the rhythm of the agricultural calendar



Err (เออ)

2/4 Sukhumvit Rd, Khlong Tan, Khlong Toei,
Bangkok, 10110
Tel: +66 2 622 2292

MICHELIN



GUIDE



Urban Rustic Thai where culinary past comes alive through rustic recipes, bold flavors, and a lively atmosphere. Like a scene from an old Thai film, every dish captures the city’s character, nostalgia, and unmistakable energy.



YOU DIDN’T JUST COME TO SHOOT.

YOU CAME TO TASTE THAILAND.



Maevaree (แม่วารี)



MANGO STICKY RICE

1 Thong Lo, Khlong Tan Nuea, Watthana, Bangkok
10110, Thailand
Tel: +66 93 164 6954



FILMS INFRASTRUCTURE AND CAPABILITIES

THE GOLD STANDARD OF
PRODUCTION READINESS



ELITE EQUIPMENT AND PRECISION
TECHNICAL SUPPORT

Battle-tested by decades of hosting major Hollywood blockbusters, Thailand’s film ecosystem features elite rental houses operating with absolute cinematic precision. We provide the latest ARRI, RED and SONY packages, advanced grip, and specialized rigs—all meticulously maintained to global standards. Our technical crews don't just deliver gear; they actively anticipate on-set challenges with proactive troubleshooting to keep your schedule flawlessly on track.



PREMIER STUDIOS AND STATE-OF-THE-ART SOUND STAGES



Thailand boasts the most sophisticated studio infrastructure in the Asia-Pacific region. Filmmakers can leverage purpose-built, Hollywood-grade sound stages with complete acoustic isolation, massive clear-span heights, and robust grid rigging for complex VFX. We also offer versatile, climate-controlled converted spaces and backlots engineered for high-efficiency workflows and seamless logistics.



FLUIDITY, ADAPTABILITY AND EXECUTION



Nothing in Thailand’s production landscape is rigid. Our facilities offer 24/7 operational flexibility and rapid-response adaptability designed to bend to your creative vision. Once locked in, our infrastructure moves in perfect lockstep with your director for a frictionless shooting experience.

WORLD-CLASS POST-PRODUCTION AND FLAWLESS FINISHING

Thailand’s post-production ecosystem operates on globally synchronized workflows. We are home to award-winning facilities specializing in Hollywood-grade editing, masterclass color grading, immersive Dolby Atmos sound, and cutting-edge VFX. Operating on identical pipelines used by major Western studios, your project moves from assembly to final deliverable without compromising on quality.



THE PARK STUDIO
MOVIO TOWN
CENTERPOINT STUDIO
ACTS STUDIO
UNFORMAT STUDIO
FINAL PIXEL STUDIO

- <https://thestudioparkthailand.com/>
- <https://www.moviotown.com/>
- <https://www.centerpoint.co.th/>
- <https://www.actsstudio.com/>
- <https://www.unformatstudio.com/>
- <https://www.finalpixelstudio.co.th/>

ELITE CREWS, PREMIUM SERVICES AND DECADES OF EXPERTISE

Thai film crews are universally recognized as the gold standard in the region. Having spearheaded countless international films, our A-list technicians intuitively balance bold creative ambitions with strict production discipline. Backed by a synchronized support network handling location scouting, casting, and complex permitting, we eliminate administrative friction so your team can focus entirely on the art of filmmaking.



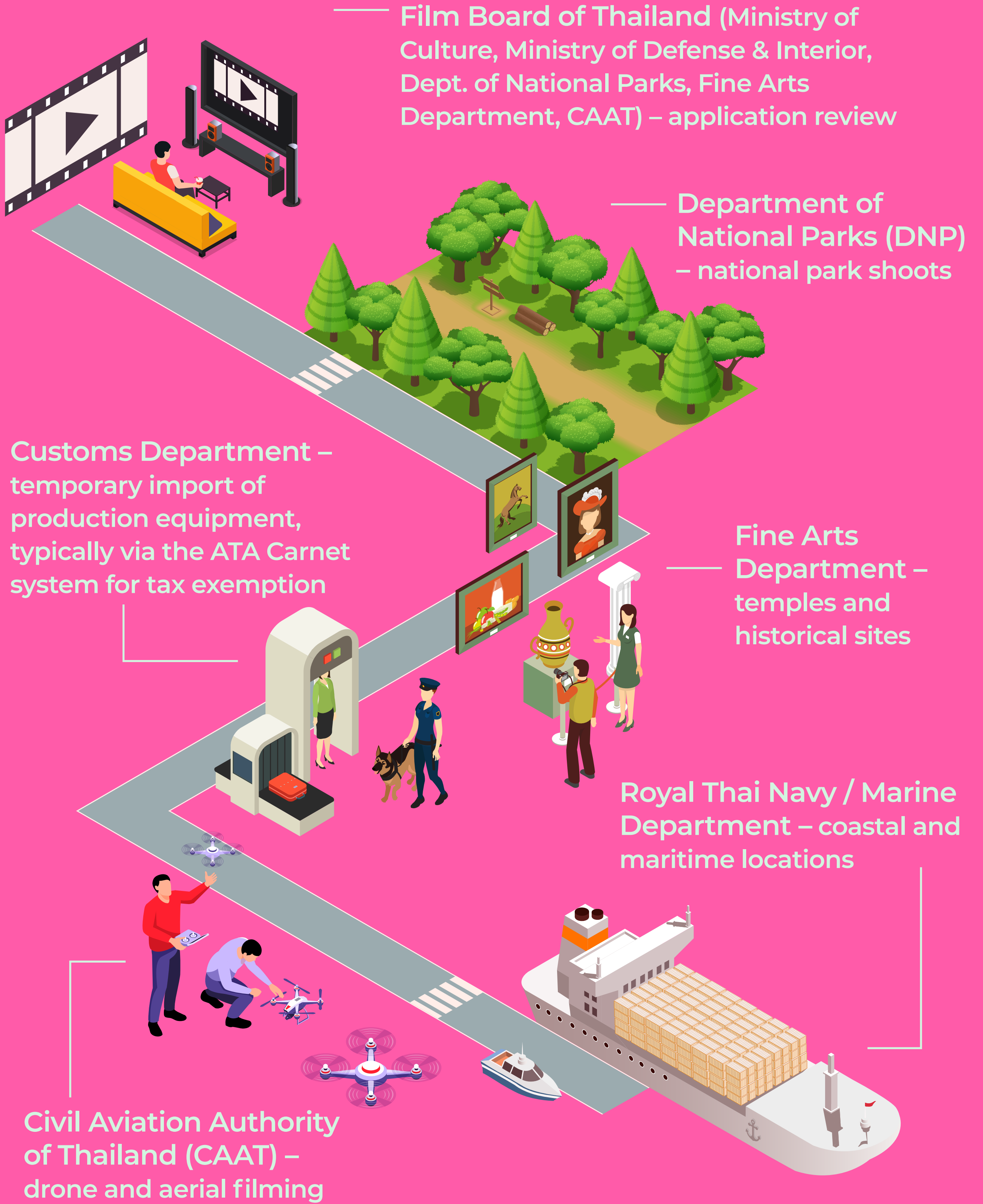
INCENTIVES AND LOGISTICS

FILM COMMISSION AND PERMITTING



The Thailand Film Office (TFO), under the Department of Tourism, is the sole government body responsible for foreign production permits. All foreign productions must work through a Licensed Local Coordinator, a Thai production company registered with the TFO, who submits permit applications on the production's behalf.

ADDITIONAL BODIES ARE INVOLVED DEPENDING ON LOCATION AND EQUIPMENT:



CASH REBATE INCENTIVE

Effective January 1, 2025, Thailand offers a cash rebate of up to 30% on qualifying local production spend, with no upper cap on the refund amount:

15%

base rebate for local spend of 50 million THB (approx. US\$1.4M) or more

+5%

for spend between 100–150 million THB, or +10% for spend over 150 million THB

+5%

for employing Thai nationals in key crew positions

+5%

for promoting Thai culture, tourism, or Thailand's image

+3%

for filming in designated provinces

+3%

for completing post-production in Thailand

VISAS AND WORK PERMITS

The Department of Employment issues mandatory work permits for foreign crew members. The Immigration Bureau handles visas and extensions of stay for international production staff.



FLIGHTS AND REGIONAL REACH



Thailand has six major international airports, Bangkok (BKK/DMK), Phuket (HKT), Chiang Mai (CNX), Krabi (KBV), Hat Yai (HDY), and Koh Samui (USM), with 138 airlines operating flights in and out of the country as of 2026, connecting production hubs to remote filming locations quickly.



CURRENCY AND VALUE

Thailand uses the Thai Baht (THB). Favorable exchange rates and competitive local cost structures give international productions more purchasing power for crew, equipment, and locations, and when combined with the cash rebate, allow high-end results at a lower net cost than many comparable destinations.

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