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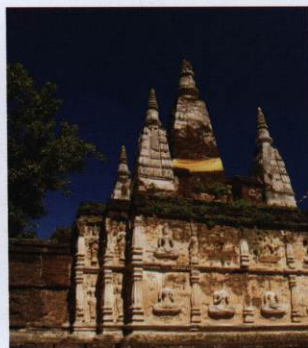
## 012 Chapter 1 Lanna Kingdom

The history of the Northern Kingdom dates back to the 13<sup>th</sup> century when it was founded by King Mangrai the Great who succeeded in unifying these principalities. Once the capital of an independent kingdom, Chiang Mai and the North were known as the Lanna Kingdom. Among Thai visitors, Chiang Mai are exotic for the historical Burmese influences, discerned in the art and architecture of old Lanna.



## 020 Chapter 2 Heritage of Lanna

Arguably the main highlight in visiting Chiang Mai is its cultural heritage. Chiang Mai temples are unique compared to other temples throughout Thailand, reflecting the glory of the 700-year history of this ancient kingdom. More than hundred temples, among them some of the most beautiful and revered in the entire Buddhist world, give the city an atmosphere of calmness and timeless elegance.



## 074 Chapter 3 Places of Interest

Besides Chiang Mai's must-see temples, there are also many other tourist attractions in this city, especially in the downtown area. Many can be visited in one day or less and are well worth checking out. Like other major tourist cities, Chiang Mai has a number of museums. These museums are indeed can't-miss attractions.

## 100 Chapter 4 Lifestyle in Chiang Mai

Chiang Mai is the northern capital of Thailand. The city is famous for its unique culture and beautiful Lanna traditions. Apart from its magnificent cultural roots, the city is also a place where you can relax with world-class facilities. For all travelers, Chiang Mai provides the best in these services with the charming touch of Lanna culture.

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## Chapter 5 Activity in Chiang Mai



Just like Bangkok, Chiang Mai offers all the mod cons needed for contemporary life. Yet it does differ from the capital in that less than an hour's car ride takes you right into the heart of nature. Genuine adventure is to be found in the immediate vicinity of Chiang Mai with jungle tours, rafting, elephant riding and hilltribe villages to visit. For nature lovers, a heavenly retreat within easy reach while for those who can't quite live without their modern luxuries, the best of both worlds.

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## Chapter 6 Lanna Cuisine

One of the highlights of your stay in Chiang Mai will be the excellent and delicious food. Lanna cuisine is increasingly regarded as one of the best and healthiest in the world, and rightly so. The food of Lanna is usually fairly neutral in taste-salty, slightly hot and not too spicy. Unlike Thai cuisine, there is no use of coconut milk or sugar whatsoever. Sticky rice is a main staple. It is accompanied with many dishes such as curry, chili dip and lots of vegetables. The main meat is pork as it is easy to find.



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## Chapter 7 Nightlife in Chiang Mai

After sunset is the time to lose yourself in the fabulous nightlife here in Chiang Mai. Dining at one of the many restaurants that line the Ping River is also a favorite Chiang Mai pastime. Whether you're in the mood for a cozy modern-retro bar, a live performance venue, a romantic bar and restaurant by the Ping River, or you've strapped on your dancing shoes, Chiang Mai has got the answer to your nightlife needs.

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## Chapter 8 Shopping in Chiang Mai

Not only known for its old architecture and the gentle and heart-warming hospitality of the Lanna people, Chiang Mai, can also boast its beautiful and elaborate. Shopping is great, be it for handicrafts, clothes or luxury items. Everything can be found at great prices in stores ranging from small family-run shops to world-class luxury outlets and shopping malls. These items have been produced for local use as well as for export and for sale as souvenirs for visitors to take home, as mementos of the time they spent here.