

A JOURNEY THROUGH THE 77

**SUSTAINABLY EXPLORING
THE BEATING HEART OF THAILAND**

A TV TRAVEL DOCU-SERIES
BY
GILI BACK & JANE GOLDSMITH



A JOURNEY THROUGH THE 77

"A Journey Through the 77" is an immersive road trip celebrating local wisdom, sustainability, inclusivity, and responsible tourism. This captivating travel docu-series journeys through Thailand's 77 provinces, uncovering hidden gems and diverse cultures.

Hosted by two women—a Thai and an expat of 22 years—with inspiring guests along the way, it spotlights secondary destinations, community connections, low-carbon travel, and HM King Rama IX's self-sufficiency theory. Each episode explores nature-based wonders, intangible heritage, unique crafts, and wellness practices.

It's about the People, Places, and Experiences – and how they make YOU Feel— that shape a journey, not just the Destination!



IT'S TIME TO FALL IN LOVE WITH THAILAND

Embark on a transformative, low-carbon trip across Thailand like never before.

A Sustainable Journey that will take viewers beyond the tourist hotspots and into the heart of the Kingdom's 77 provinces, uncovering hidden treasures, yearly festivals and exploring lesser-known destinations that embody the true spirit of Thailand and its soft powers.

THAILAND UNSEEN



A JOURNEY THROUGH THE 77

Exploring Thailand's Hidden Gems through Sustainability, Diversity, Nature, Well-being and Cultural Heritage.

Thailand's Provinces offer unparalleled experiences through lesser-known corners of the country, inspiring both travel enthusiasts and sustainability advocates alike.

Because if you don't know – you can't try!



WHAT'S THE STORY?

Join two normal women – a Thai native and an Expat of 22 years – on an extraordinary adventure across Thailand's 77 provinces, uncovering the country's forgotten secrets, introducing filming sites, stunning vistas, meeting a variety of guests and quirky people whilst promoting sustainable travel wrapped in a personal touch and full of memorable moments.

#PaiDuSee #LetsGoSee



This bilingual docu-travel series (*7 Episodes, 11 Seasons*), presented in both English and Thai, aligns with the 17 UN Sustainable Development Goals (SDGs) and HM King Rama 9's self-sufficiency theory, taking viewers beyond the well-known tourist spots to secondary destinations that reflect Thailand's deep-rooted traditions, diverse cultures and forward-thinking sustainability initiatives.

This series offers not only entertainment but also education, showing how Thailand's lesser-known regions embody sustainability, gender-equality, inclusivity, and cultural richness.

WHAT'S THE STORY?





TARGETS & MARKETS



In order to build up a following pre-series release, the Journey will engage local and global viewers with daily and weekly live interactions and curated content on Youtube, FB TikTok, IG and other social media platforms throughout the filming process, featuring a variety of activities, topics, international guests and locals from each province who embody the spirit of sustainability and cultural preservation.

TARGETS & MARKETS

Focused on multi-generational age groups, the aim is to attract the next generation of young travellers, digital-nomads, families and retirees to Thailand, throughout the filming process with daily and weekly content releases across a variety of social media platforms. With a variety of topics and real life interactions, we aim to create a ready made audience for the one-hour edited travel docu-series episodes that would offer a deeper dive into each province, blending entertainment with education, aimed at broadening the global understanding of Thailand's commitment to sustainable tourism, LGBTQ+ inclusiveness and community development.



TARGETS & MARKETS

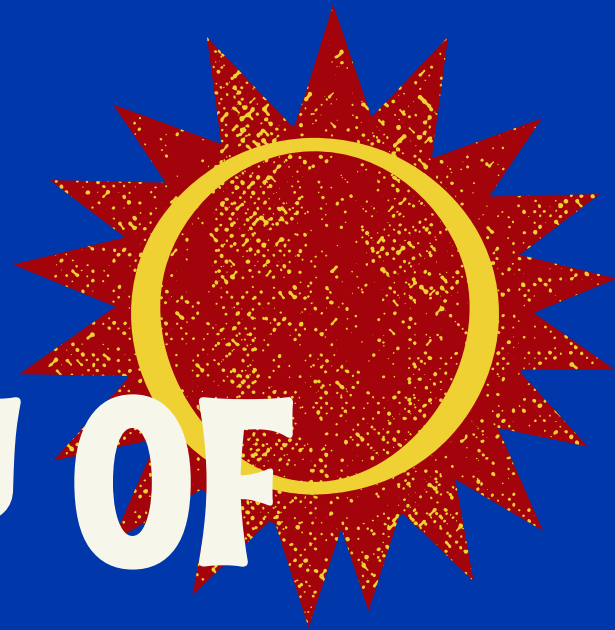
This series is perfectly suited for streaming platforms such as Netflix and Amazon, while also serving as an innovative promotional tool for Travel Companies and government bodies (such as the Tourism Authority of Thailand) to showcase the country's dedication to sustainability, diversity, and cultural richness.

Unlike other traditional TV series productions to date, the marketing and engagement are part of the process before the series is picked up for full production and distribution. The “Journey” is the back story and allows people to interact and be involved from the beginning in a variety of ways.



IMMERSING INTO A VARIETY OF THAI CULTURES

This is more than just a TV docu-series travel show—it's a journey to redefine Thailand through responsible tourism and sustainability, while uplifting the voices, stories, and traditions that make this country so rich and diverse.



KEY TOPICS

Promoting Thailand's
Soft Powers (Festivals,
Fashion, Food, Fighting

& Film) Through Music, Food, Crafts, Art,
Wellness, Traditions and Local Wisdom

Sustainable, Low Carbon Travel and
Secondary Destinations

17 UN SDGs and HM King Rama 9's
Self-Sufficiency Theory

Respecting Intangible Heritage and
Unique Cultural Experiences

Nature-based Locations and
Responsible Agriculture

Diversity in Religion, Gender
and Ethnic Groups

Personal Growth and Discovery



A TAPESTRY BEING LOST

Meet the folk and artisans of disappearing wisdoms and traditions, as we seek out dance, arts, crafts, music, herbal practices and more that are not easily found.

The journey will highlight the Royal Projects that have long sought to preserve cultural heritage, whilst supporting sustainable agriculture and community-based development.





RESPONSIBLE TRAVEL ACTIVITES

Travelling (when possible) by low carbon, sustainable modes of transport, viewers will be introduced to responsible animal conservation activities, traditional agriculture, eco-tourism, and the value of protecting natural resources, offering a fresh perspective on the future of travel and adventures in Thailand.

SAVORING THAI DELICACIES

Each of the 77 Provinces has an original dish or special cooking technique that many people do not know about... From Coffee to Lao Khao, Khao Chae to Shrimp Paste – every day is a chance to taste and discover something old and new.



THE ASK!

We are looking for financial sponsorship of THB 3.9 million to cover

all the professional production team's costs of travel, filming, editing and marketing to create the 1st season of 7 full episodes of the travel-docu series (with the hope of then producing 10 more seasons based on the success of the first) whilst creating the Youtube, FB, Tiktok and IG channels following by posting and creating daily and weekly content for the entire process.

We aim to make a positive impact everywhere we go and will seek out experiences that involve CSR, CBT or conservation everywhere we go.

We will seek local professional support, TAT, DASTA and MOT affiliation, marketing and collaboration to increase the reach and impact of "A Journey Through The 77".



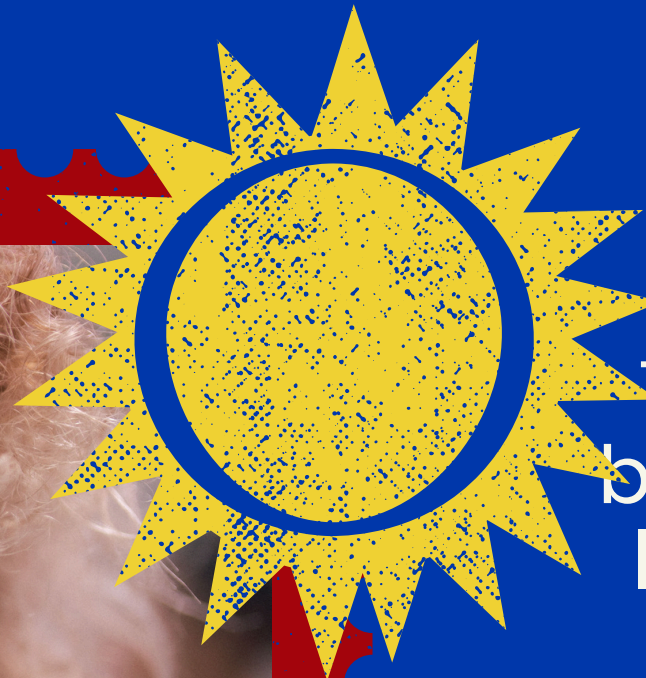


THAILAND UNSEEN A SUSTAINABLE JOURNEY

Thank you for your time
and we hope you will
consider supporting and
sponsoring this Travel
Docu-series and join this
Journey with us.



FARANG DONG



The creator of A Journey Through the 77; South African born Gili Back, grew up in Israel, lived in the UK, and has made Thailand home for 22 years with her Thai husband (of Tae Cheuw heritage) and 2 kids.



Having worked in sustainable tourism, MICE and hospitality for over 2 decades, this “Farang Dong” feels it is time to share her love for sustainability and the wonders of the 77 Thai provinces with the world.

GILI BACK

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Tanyaluk (Jane) Goldsmith was born in Thailand and has been living around Bangkok and Pattaya for most of her life.



Lover of art, travel, music, natural and handmade products, holistic wellbeing and FOOD! The *spicier* the better!!

She is undertaking this journey to discover and taste the true wonders of Thailand and learn more about the cultural diversity of my home.

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