15th International PEARL Folk and Cultural Heritage Festival 2027

November 19-24, 2027, Bangkok – Pattaya, Thailand

About Festival

Peace Ethnic Art Revival Legacy World Culture and History Association, based in Sukhothai Province, Thailand — home to the Historic Town of **Sukhothai** World Heritage Site and a member of the UNESCO Global Network of Learning Cities (GNLC) — in collaboration with Nongtoomwittaya School, will host the 15th International PEARL Folk and Cultural Heritage Festival 2027

The festival will be held in Bangkok and Pattaya, with **Bangkok** also being a member of the UNESCO Global Network of Learning Cities (GNLC).

Organized in alignment with the principles of the UNESCO Global Network of Learning Cities (GNLC), the festival promotes lifelong learning, cultural exchange, community participation, cultural heritage preservation, and international understanding.

Theme : "Epic Movements: From Heritage to the World"
"Learning for Life, Opportunity for All"

Vision : The global stage for authentic folk artistry, where pure traditions meet world-class brilliance.

Mission : Preserve world cultural heritage.

Slogan : Legacy of the Past & Brilliance of the World

Types of folk groups that can participate

1. Folk dance group 2. Music band 3. Drum group

Cultural performances and competition

*2-3 performances (10,15,20 minutes) *Competition performance at Pattaya

1.World Cultural Heritage Grand Prix 2. World Golden Awards

3.World Exclusive Awards 4.World Unique Awards 5. World Creative Awards

Date and Venue

The Festival in Bangkok and Pattaya will be held from **November 19-24, 2027**

Arrival and Departure

All international delegations are requested to arrive in Bangkok on November 19, 2027 and schedule their departure on November 24, 2027.

Participating groups are responsible for making their own travel arrangements. Each delegation shall independently bear all expenses related to international airfare, visa applications, comprehensive travel insurance, as well as any personal accident and hospitalization costs incurred during the festival period.

Internal Transport and Sightseeing

Festival Transportation Service will be provided between official festival venues and designated meeting points according to the festival schedule.

Food and Accommodation

1. Throughout the official festival period, international delegations will be provided with three complimentary meals (Thai cuisine) and standard drinking water per day at their designated accommodation. This hospitality service will officially commence with dinner on November 19, 2027 and will conclude with breakfast on November 24, 2027.

2. Special Dietary Requirements: The Organizing Committee will endeavor to accommodate special dietary needs, including Halal and Vegetarian options. Delegations must officially notify the committee of any specific dietary restrictions or food allergies at least thirty (30) days prior to their arrival via the Official Registration Form.

3. Festival participants are responsible for their own personal expenses and other costs associated with their hotel stay. This includes any additional expenses beyond those provided by the association, such as:

*Minibar consumption *Laundry services * Any damage caused to hotel property

Note: All personal bills must be settled directly with the hotel front desk before check-out.

4. Accommodation type: 4 star hotel in Bangkok and Pattaya, (2 persons per room)

About The Group

1. Group Size & Age Limit: Each group must consist of 10–42 members (including officials, musicians, and performers) aged 13 and above. If your group has fewer than 10 members and if your group has member under 13 years old, please contact the organizer in advance to make necessary arrangements.

2. Required Documentation: These letters, together with a detailed list of the group, must be carried throughout your travel and stay in Thailand, and presented to relevant authorities upon request

Activity Programs

1. Indoor-outdoor performance
2. Cultural Self-Study Activities
3. Cultural exchange
4. Cultural Gift Exchange with the Organizer
5. Certificate for participation
6. Awards / Prizes for competition
7. Certificate for Competition Performance

Outpatient Treatment

In the event of illness or injury during the festival, members will be referred to the nearest medical facility for treatment. Please be advised that the organizer does not cover any medical, surgical, or hospitalization expenses. Consequently, each participating group is strictly required to secure their own accident and medical insurance before traveling to Thailand.

Group's Responsibility

Each participating group is expected to accept and comply with the programs and facilities arranged by the organizer. Please be advised that schedules and arrangements are subject to change. Such modifications are standard operational practices at both domestic and international folklore festivals.

Confirm your festival participation

The application deadline is *September 19, 2027 or until all available spots are filled. For further information or assistance, please contact the festival organizer using the details provided below.

Step to participate in festival

1. Submit Application: The group submits the application to the festival organizer.
2. Invitation Issued: The organizer sends the official invitation letter within 3 days of application receipt.
3. Flight & Member Confirmation: The group submits the final delegation list and confirmed flight details.

Festival Registration & Participation Fee : 7,000 THB per person

The participation fee supports festival administration, venue operations, cultural exchange activities, accommodation coordination, meal coordination, and festival transportation services associated with the official festival program.

Payment of participation

Participants may pay upon arrival in Thailand.

Publicity Material and Activities

For festival promotional and publicity purposes, each group is required to submit their official profile, high-quality group and dance photographs.

Secure your spot / Request official invitation:

Email us directly at : orawan5963@gmail.com
WhatsApp +66972897945

*The registration fee (7,000 THB per person) covers administrative costs, meals, travel expenses, and accommodation, Elephant care activities, Koh Larn tour, and market visit are included as per the daily program details.
*Except entrance tickets to the Grand Palace and Wat Arun. Participants must purchase entrance tickets at the respective venues.

PEARL Association
Member of the International Dance Council CID Number 45129
Association establishment license under Thai law number 6/2569

Calendar

November 19, 2027

08.00 -14.00 : All groups arrived at Airport in Bangkok
(Don Mueang International Airport or Suvarnabhumi International Airport)
*PEARL Association staff will be waiting for you at Gate 3 on the 1st floor.
14.00 : Check in Hotel/ Free time
18.00 : Dinner / 20.00 : Directors' Meeting

November 20, 2027

07.00 : Breakfast
07.00 - 08.30 : Check out hotel
08.30 : Cultural Self-Study: Chatuchak Weekend Market
(Independent Exploration)
13.30 : Festival Transportation Service to Pattaya
16.00 : Check in hotel , Pattaya
17.30 : Dinner
: Cultural Leisure for Set B
18.30 : Festival Transportation Service to the Performance Venue
(Please wear your performance costume.)
Set A and some groups in Set B who want to perform.
19.30 - 21.30 : Check Stage / Performance **(** 10-15 minutes per group**)**,
Outdoor stage size : 10 meters wide, 22 meters long

November 21, 2027

07.40 : Breakfast at the Hotel Restaurant
08.30 : On bus, Cultural Self-Study : Thai elephant care activities, Casual wear
12.00 : Have lunch at the Hotel Restaurant
13.00 -17.00 : Cultural Leisure
17.00 : Dinner at the Hotel Restaurant
18.00 : Festival Transportation Servicewith your performance costume.
19.00 - 21.30 : Check Stage / Performance **(** 10-15 minutes per group**)**,
Outdoor stage size : 10 meters wide, 22 meters long,
21.30 : Return to Hotel

November 22, 2027

07.40 : Breakfast at the Hotel Restaurant
09.30 : Festival Transportation Service, Cultural Shopping Experience (Optional), Pattaya
12.00 : Have lunch at the Hotel Restaurant
13.00 -17.00 : Cultural Leisure
17.00 : Dinner at the Hotel Restaurant
18.30 : Festival Transportation Servicewith performance costumes , Check Stage
19.30 -22.00 : Performance : Cultural Performance Evaluation and Appreciation
(15 - 20 minutes per group**)** Stage size 8 x 22 meters , Outdoor
: Have changing costumes room near stage

22.00 : Receive certificates, Awards, Exchange gifts with organizer ,Take photos.
22.30 : Return to Hotel

November 23, 2027

07.40 : Breakfast at the Hotel Restaurant / Check out hotel
09.00 : Festival Transportation Service/ Coastal Environmental Learning Activity (Koh Larn Island)
12.00 : Have lunch at Koh Larn Islands
13.00 -15.00 : Coastal Environmental Learning Activity (Koh Larn Island)
15.00 : Meeting point: Koh Larn Islands , Return to Pattaya
15.40 : Festival Transportation Service/ Return to Hotel in Bangkok / Check in hotel
18.00 : Check in hotel, Welcome Dinner at the Hotel Restaurant
19.00 : Cultural Self-Study - Khaosan Road Area.

November 24, 2027

06.00 : Breakfast. **(**Official Final Meal of the Festival)
09.30 - 12.00 : Hotel Check-out & Luggage Security Process
13.00 - 17.30 : Airport Transfer & Final Creative Economy Review
Transit to Airports / Siam Premium Outlets Bangkok.
13.00 - 17.30 : Cultural Self-Study : The Grand Palace & Wat Phra Kaew
: Tickets for the Royal Palace can be purchased at the ticket booth. (Price : 500 baht per person) Independent exploration inside the historical site. (Audio guides available at the venue).
13.00 - 17.30 : Cultural Self-Study : Wat Arun (Temple of Dawn**)**
: Tickets for Wat Arun (Temple of Dawn**)** can be purchased at the ticket booth. (Price: 200 baht per person)
: Independent exploration inside the historical site.

18.00 : Official Conclusion of Airport Coordination Services

Hotel in Bangkok H2DO (Near Suvarnabhumi Airport)
Hotel in Pattaya Sonia Residence

Note : Please bring your national flag

Recommended Heritage Learning Activities

Tour programs after the festival ends.
By PEARL CULTURAL JOURNEYS
Under the control of PEARL Festival and PEARL Association.

Cultural Self-Study

November 24-27, 2027

NOVEMBER 24 2027 (Wednesday)

19.00 : Cultural Self-Study - Khaosan Road Area.

NOVEMBER 25 2027 (Thursday)

Morning : Cultural Self-Study Wat Suthat

Afternoon : Cultural Self-Study ICONSIAM

Evening : Cultural Self-Study Dinner Cruise

NOVEMBER 26 2027 (Friday)

Morning : Cultural Self-Study Tiger Park Pattaya (Independent Exploration)

Afternoon : Cultural Self-Study Elephant Bathing (Independent Exploration)

Evening : Cultural Self-Study Jomtien Beach Night Market, Pattaya (Independent Exploration)

NOVEMBER 27 2027 (Saturday)

Morning : Cultural Self-Study Siam Premium Outlets Bangkok (Independent Exploration)
OR
Cultural Self-Study Chatuchak Weekend Market (Independent Exploration)

OR

CULTURAL SELF-STUDY
PRICE
5,000
THB
PER PERSON

PRICE INCLUDES

- 3 nights hotel accommodation (2 persons per room)
- 1 Dinner Cruise
- Breakfast at the hotel

PRICE EXCLUDES

- Lunch and dinner (not included)

For more information, please contact the organizer.

Cultural Self-Study

November 24–26, 2027

NOVEMBER 24 2027 (Wednesday)

19.00 : Cultural Self-Study - Khaosan Road Area.

NOVEMBER 25 2027 (Thursday)

Morning : Cultural Self-Study Wat Suthat

Afternoon : Cultural Self-Study ICONSIAM

Evening : Cultural Self-Study Dinner Cruise

NOVEMBER 26 2027 (Friday)

Morning : Cultural Self-Study Tiger Park Pattaya (Independent Exploration)

CULTURAL SELF-STUDY PRICE

4,500 THB

PER PERSON

PRICE INCLUDES

- 2 nights hotel accommodation (2 persons per room)
- 1 Dinner Cruise
- Breakfast at the hotel

PRICE EXCLUDES

- Lunch and dinner (not included)

For more information, please contact the organizer.

CALENDAR

15th INTERNATIONAL PEARL FOLK AND CULTURAL HERITAGE FESTIVAL 2027

PATTAYA PARADISE FESTIVAL 2027

NOVEMBER 19, 2027

- 08.00 - 14.00 : All groups arrived at Airport in Bangkok (Don Mueang International Airport or Suvarnabhumi International Airport)
  **PEARL Association staff will be waiting for you at Gate 3 on the 1st floor.*
- 14.00 : Check in Hotel / Free time
- 18.00 : Dinner
- 20.00 : Directors' Meeting

NOVEMBER 20, 2027

- 07.00 : Breakfast
- 07.00 - 08.30 : Check out hotel
- 08.30 : Cultural Self-Study: Chatuchak Weekend Market (Independent Exploration)
- 13.30 : Festival Transportation Service to Pattaya
- 16.00 : Check in hotel , Pattaya
- 17.30 : Dinner
  : Cultural Leisure for Set B
- 18.30 : Festival Transportation Service to the Performance Venue (Please wear your performance costume.)
  Set A and some groups in Set B who want to perform.
- 19.30 - 21.30 : Check Stage / Performance (10-15 minutes per group), Outdoor stage size : 10 meters wide, 22 meters long

NOVEMBER 21, 2027

- 07.40 : Breakfast at the Hotel Restaurant
- 08.30 : On bus, Cultural Self-Study : Thai elephant care activities, Casual wear
- 12.00 : Have lunch at the Hotel Restaurant
- 13.00 - 17.00 : Cultural Leisure
- 17.00 : Dinner at the Hotel Restaurant
- 18.00 : Festival Transportation Service with your performance costume.
- 19.00 - 21.30 : Check Stage / Performance (10-15 minutes per group), Outdoor stage size : 10 meters wide, 22 meters long.
- 21.30 : Return to Hotel

NOVEMBER 22, 2027

- 07.40 : Breakfast at the Hotel Restaurant
- 09.30 : Festival Transportation Service, Cultural Shopping Experience (Optional), Pattaya
- 12.00 : Have lunch at the Hotel Restaurant
- 13.00 - 17.00 : Cultural Leisure
- 17.00 : Dinner at the Hotel Restaurant
- 18.30 : Festival Transportation Service with performance costumes , Check Stage
- 19.30 - 22.00 : Performance : Cultural Performance Evaluation and Appreciation (15 - 20 minutes per group)
  Stage size 8 x 22 meters , Outdoor
  : Have changing costumes room near stage
- 22.00 : Receive certificates, Awards, Exchange gifts with organizer , Take photos.
- 22.30 : Return to Hotel

NOVEMBER 23, 2027

- 07.40 : Breakfast at the Hotel Restaurant / Check out hotel
- 09.00 : Festival Transportation Service / Coastal Environmental Learning Activity (Koh Larn Island)
- 12.00 : Have lunch at Koh Larn Islands
- 13.00 - 15.00 : Coastal Environmental Learning Activity (Koh Larn Island)
- 15.00 : Meeting point: Koh Larn Islands , Return to Pattaya
- 15.40 : Festival Transportation Service / Return to Hotel in Bangkok / Check in hotel
- 18.00 : Check in hotel, Welcome Dinner at the Hotel Restaurant
- 19.00 : Cultural Self-Study - Khaosan Road Area.

NOVEMBER 24, 2027

- 06.00 : Breakfast. (Official Final Meal of the Festival)
- 09.30 - 12.00 : Hotel Check-out & Luggage Security Process
- 13.00 - 17.30 : Airport Transfer & Final Creative Economy Review
  Transit to Airports / Siam Premium Outlets Bangkok.
- 13.00 - 17.30 : Cultural Self-Study : The Grand Palace & Wat Phra Kaew
  : Tickets for the Royal Palace can be purchased at the ticket booth. (Price : 500 baht per person)
  Independent exploration inside the historical site. (Audio guides available at the venue).
- 13.00 - 17.30 : Cultural Self-Study : Wat Arun (Temple of Dawn)
  : Tickets for Wat Arun (Temple of Dawn) can be purchased at the ticket booth. (Price: 200 baht per person)
  : Independent exploration inside the historical site.
- 18.00 : Official Conclusion of Airport Coordination Services

HOTEL IN BANGKOK
H2DO
(Near Suvarnabhumi Airport)

HOTEL IN PATTAYA
Sonia Residence

NOTE

Please bring your national flag

FOLK DANCE COMPETITION
SCORING CRITERIA

5 PRESTIGIOUS WORLD AWARDS

Total: 100 Points Each Award

1 WORLD CULTURAL HERITAGE GRAND PRIX

The highest honor for outstanding preservation of world cultural heritage.

Authenticity of culture and traditions	30
Preservation of traditional folk identity	25
Artistic value and spiritual expression	20
Costume, music and props reflecting true culture	15
Overall impression and elegance on stage	10
TOTAL 100 POINTS	

2 WORLD GOLDEN AWARDS

Recognizing overall excellence and professional performance at the international level.

Dance technique and synchronization	30
Overall performance quality	25
Professionalism and stage control	20
Music and performance elements	15
Impact and impression on audience and judges	10
TOTAL 100 POINTS	

3 WORLD EXCLUSIVE AWARDS

For performances that are precious, rare, and truly one-of-a-kind.

Uniqueness of the performance	35
Distinctiveness of cultural identity	25
Originality of performance design	20
Expression and storytelling	10
Overall impression	10
TOTAL 100 POINTS	

4 WORLD UNIQUE AWARDS

Honoring creativity in presenting unique and distinctive cultural expressions.

Originality and distinctiveness	35
Stage design and choreography	25
Creative use of music, costume and props	20
Harmony of all elements	10
Appeal and interest to the audience	10
TOTAL 100 POINTS	

5 WORLD CREATIVE AWARDS

For outstanding creativity in blending folk traditions with contemporary inspiration.

Creativity of the performance	35
Contemporary adaptation of folk culture	25
Choreography and storytelling	20
Creative use of stage techniques, music and visuals	10
Impact and impression on the audience	10
TOTAL 100 POINTS	

ELIGIBILITY REQUIREMENTS

FOR WORLD CULTURAL HERITAGE GRAND PRIX AND WORLD GOLDEN AWARDS

Groups must perform **3 times** (Three Performances)

Must participate in all scheduled festival activities on time.

FOR WORLD EXCLUSIVE AWARDS, WORLD UNIQUE AWARDS AND WORLD CREATIVE AWARDS

Groups must perform **2 or more times** (Two or More Performances)

Must participate in all scheduled festival activities on time.

IMPORTANT NOTES

- Judges will evaluate based on artistic excellence, cultural authenticity, creativity, stage presentation, and overall performance.
- All decisions made by the jury panel are final.
- Any form of unsportsmanlike conduct may result in disqualification.
- The organizing committee reserves the right to change the rules if necessary.

AWARD PURPOSE

To promote, preserve and celebrate the richness of world cultural heritage through the art of folk dance.

CELEBRATE HERITAGE, INSPIRE THE WORLD.

COMPETENCIA INTERNACIONAL DE DANZA FOLCLÓRICA

CRITERIOS DE EVALUACIÓN

5 PRESTIGIOSOS PREMIOS MUNDIALES

Total: 100 puntos por cada premio

1 PREMIO MUNDIAL GRAND PRIX DEL PATRIMONIO CULTURAL

El máximo honor por la destacada preservación del patrimonio cultural del mundo.

Autenticidad de la cultura y las tradiciones	30
Preservación de la identidad folclórica tradicional	25
Valor artístico y expresión espiritual	20
Vestuario, música y utilería que reflejen la cultura auténtica	15
Impresión general y elegancia en el escenario	10
TOTAL 100 PUNTOS	

2 PREMIO MUNDIAL GOLDEN

Reconoce la excelencia general y el desempeño profesional a nivel internacional.

Técnica de danza y sincronización	30
Calidad general de la presentación	25
Profesionalismo y control escénico	20
Elementos de música y presentación	15
Impacto e impresión en el público y en los jueces	10
TOTAL 100 PUNTOS	

3 PREMIO MUNDIAL EXCLUSIVO

Para presentaciones que son precioas, raras y verdaderamente únicas.

Exclusividad de la presentación	35
Distintividad de la identidad cultural	25
Originalidad del diseño de la presentación	20
Expresión y narrativa de la historia	10
Impresión general	10
TOTAL 100 PUNTOS	

4 PREMIO MUNDIAL ÚNICO

Honra la creatividad al presentar expresiones culturales únicas y distintivas.

Originalidad y distinción	35
Diseño de coreografía y puesta en escena	25
Uso creativo de música, vestuario y utilería	20
Armonía de todos los elementos	10
Atractivo e interés para el público	10
TOTAL 100 PUNTOS	

5 PREMIO MUNDIAL CREATIVO

Para la creatividad sobresaliente al fusionar tradiciones folclóricas con inspiración contemporánea.

Creatividad en la presentación	35
Adaptación contemporánea de la cultura folclórica	25
Coreografía y narrativa creativa	20
Uso creativo de técnicas, música y elementos visuales	10
Impacto e impresión en el público	10
TOTAL 100 PUNTOS	

REQUISITOS DE ELEGIBILIDAD

PARA EL PREMIO MUNDIAL GRAND PRIX DEL PATRIMONIO CULTURAL Y EL PREMIO MUNDIAL GOLDEN

Los grupos deben presentarse **3 veces** (Tres presentaciones)

Deben participar en todas las actividades programadas del festival a tiempo.

PARA EL PREMIO MUNDIAL EXCLUSIVO, EL PREMIO MUNDIAL ÚNICO Y EL PREMIO MUNDIAL CREATIVO

Los grupos deben presentarse **2 o más veces** (Dos o más presentaciones)

Deben participar en todas las actividades programadas del festival a tiempo.

NOTAS IMPORTANTES

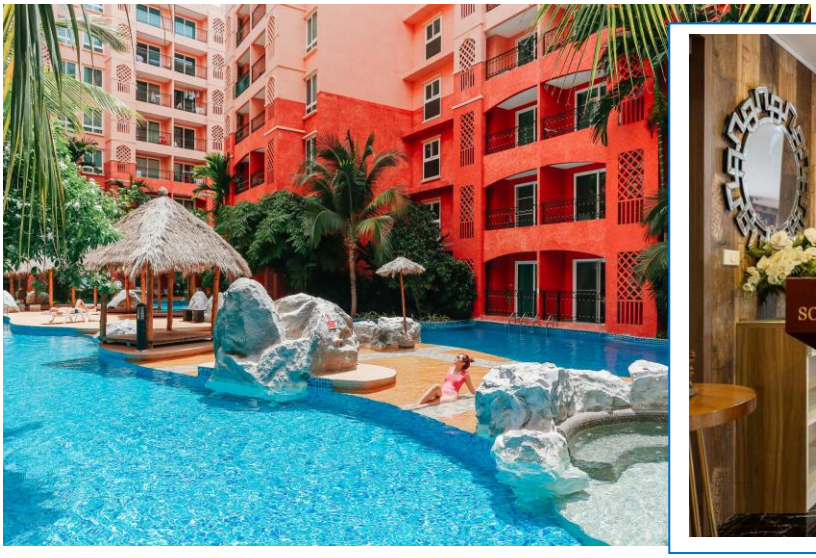
- Los jueces evaluarán basándose en la excelencia artística, autenticidad cultural, creatividad, puesta en escena y desempeño general.
- Todas las decisiones del jurado son finales.
- Cualquier conducta antideportiva puede resultar en descalificación.
- El comité organizador se reserva el derecho de modificar las reglas si es necesario.

PROPÓSITO DE LOS PREMIOS

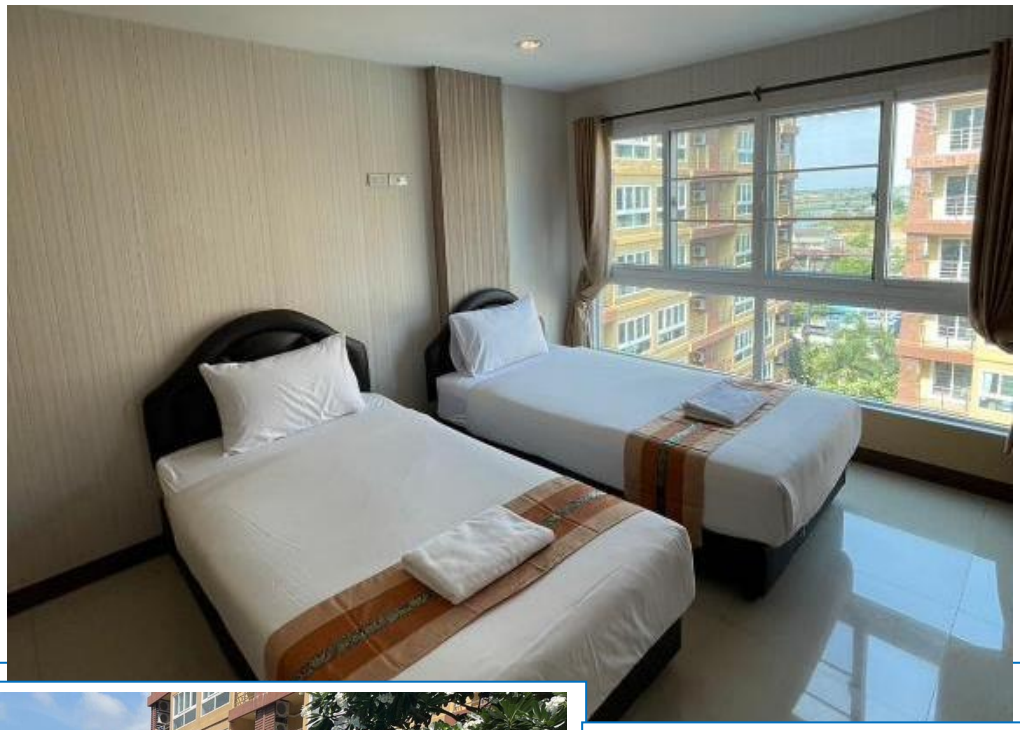
Promover, preservar y celebrar la riqueza del patrimonio cultural del mundo a través del arte de la danza folclórica.

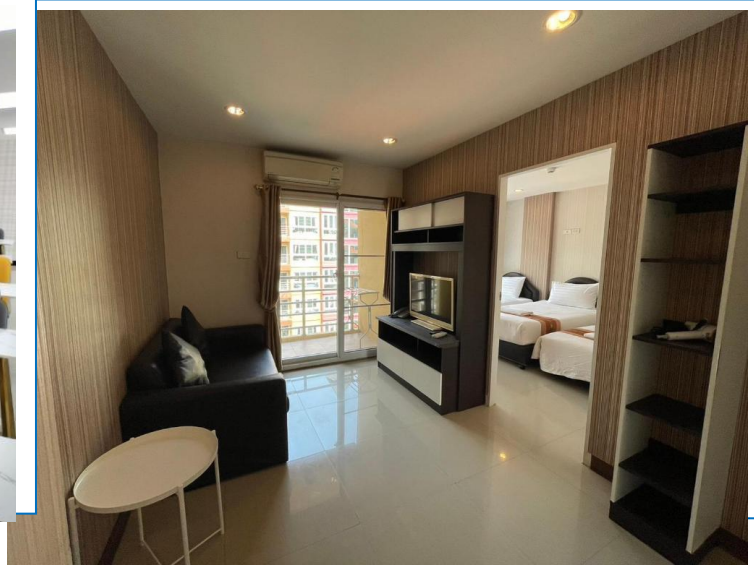
CELEBREMOS EL PATRIMONIO, INSPIRAMOS AL MUNDO.

4 star hotel in Pattaya : Sonia residence pattaya



4 star hotel in Bangkok : H2DO





International PEARL Festival

" Heritage Powerful World Culture"

Pattaya " Miami of Thailand"

Peace Ethnic Art Realization Legend World Culture and history Association

International PEARL Festival

" Heritage Powerful World Culture"

Peace Ethnic Art Realization Legend World Culture and history Association

The Grand Palace is the royal palace and the administrative center of Thailand.

Wat Arun Ratchawararam Ratchaworamahawihan is a first-class royal temple of the Ratchaworamahawihan type. It has a long history dating back to the Ayutthaya period.