

NOLAN JAX

# INSIDE THAILAND'S LADY BARS



BY ANDRE BLANCO

WHAT THEY ARE, HOW THEY WORK, AND WHAT YOU NEED TO KNOW  
BEFORE YOUR FIRST NIGHT OUT.



# HEY, I'M NOLAN JAX

I OWN A LADY BAR IN THAILAND, AND THE QUESTION I HEAR MOST IS:  
"WHAT EXACTLY IS A LADY BAR, AND HOW DOES IT WORK?"

THIS GUIDE GIVES YOU A CLEAR, NO-NONSENSE LOOK AT WHAT THESE BARS ARE REALLY ABOUT. WHETHER YOU'RE CURIOUS, ON YOUR FIRST TRIP, OR JUST WANT TO UNDERSTAND HOW THE SYSTEM WORKS, THIS IS WHERE TO START.

STRAIGHT FACTS. NO GIMMICKS. SO LET'S DIVE IN.

*Nolan Jax*

LET'S DO IT!





## WHAT IS A LADY BAR

A LADY BAR ISN'T LIKE A REGULAR BAR WITH JUST A FEW WAITRESSES. THESE BARS HIRE A MUCH LARGER NUMBER OF WOMEN, MANY OF WHOM STAND OUTSIDE TO WAVE CUSTOMERS IN.

INSIDE, THE GIRLS SIT WITH GUESTS, CHAT, AND KEEP THEM COMPANY. THEY WILL OFTEN ASK CUSTOMERS TO BUY THEM SPECIAL "LADY DRINKS," WHICH COST MORE THAN REGULAR DRINKS AND ARE THE MAIN WAY THEY EARN THEIR INCOME.



# WHAT IT'S LIKE

---

A LADY BAR LOOKS LIKE A NORMAL BAR, BUT THE DIFFERENCE IS THE STAFF. ALONG WITH A MAMASON, CASHIER, AND BARTENDERS, THESE BARS HIRE MANY WOMEN WHOSE JOB IS TO BRING CUSTOMERS INSIDE AND KEEP THEM ENTERTAINED. IT'S COMMON TO SEE GIRLS OUTSIDE WAVING, CALLING, OR PULLING PEOPLE IN.

INSIDE, THE VIBE IS CASUAL AND SOCIAL. THE GIRLS SIT WITH YOU, CHAT, POUR DRINKS, AND SUGGEST GAMES LIKE CONNECT FOUR, JENGA, POOL, OR DICE CUPS. IT'S LESS ABOUT MUSIC OR SHOWS AND MORE ABOUT COMPANY AND PERSONAL INTERACTION.



# LADY DRINKS

---

IN A LADY BAR, GIRLS WILL OFTEN ASK CUSTOMERS TO BUY THEM A "LADY DRINK." THESE ARE SEPARATE FROM YOUR OWN ORDER AND COST MORE THAN A REGULAR DRINK, USUALLY 150 TO 250 BAHT DEPENDING ON THE AREA. THE GIRL KEEPS ABOUT 50 TO 100 BAHT FROM EACH ONE, AND THE REST GOES TO THE BAR.

FOR MOST GIRLS THIS IS THEIR MAIN INCOME. IF YOU DON'T BUY THEM A DRINK, THEY'LL USUALLY MOVE ON QUICKLY, SINCE TIME WITH CUSTOMERS ONLY PAYS OFF WHEN DRINKS ARE ORDERED. IN SOME BARS, GIRLS CAN EVEN GET IN TROUBLE WITH THE BOSS IF THEY AREN'T PUSHING DRINKS.



# SALARY VS. FREELANCE

---

SOME BARS ONLY PAY GIRLS FROM TIPS AND DRINK COMMISSIONS, WITH NO SALARY AT ALL. THESE FREELANCERS AREN'T TIED TO ONE BAR AND CAN COME AND GO AS THEY LIKE, BUT THEY GIVE UP STEADY PAY.

OTHER BARS OFFER A SALARY, USUALLY 7,000 TO 15,000 BAHT, BUT IT DEPENDS ON MEETING QUOTAS. IN CHIANG MAI THE TARGET IS OFTEN TWO DRINKS A DAY, WHILE IN PATTAYA IT CAN BE 350 A MONTH. BONUSES FOR HITTING DAILY OR MONTHLY GOALS PUSH GIRLS TO SELL EVEN MORE DRINKS.

## BAR FINES

---

A BAR FINE IS A FEE PAID IF A CUSTOMER WANTS TO TAKE A GIRL OUT DURING HER SHIFT. IT COMPENSATES THE BAR FOR LOSING STAFF. IN CHIANG MAI IT'S USUALLY ABOUT 500 BAHT, BUT IT CAN REACH 1,000 ELSEWHERE. THIS IS OFTEN SPLIT WITH THE GIRL, DEPENDING ON THE BAR.

A BAR FINE DOESN'T ALWAYS MEAN SEX. SOMETIMES A CUSTOMER JUST WANTS COMPANY FOR THE NIGHT, TO DRINK ELSEWHERE, OR AVOID PAYING FOR MORE LADY DRINKS. WHAT HAPPENS AFTER LEAVING IS BETWEEN THE GIRL AND THE CUSTOMER, NOT THE BAR. SOME GIRLS MAY EVEN WANT TO RETURN TO WORK LATER THAT EVENING, SO IT'S BEST TO CONFIRM EXPECTATIONS IN ADVANCE.



# BONUS TIPS & SCAMS



## RINGING THE BELL

ALMOST EVERY LADY BAR HAS A BELL. RINGING IT MEANS BUYING DRINKS FOR ALL STAFF, AND SOMETIMES EVEN GIRLS FROM NEIGHBORING BARS JOIN IN. IT'S FUN AND GETS YOU NOTICED, BUT WITH SO MANY GIRLS IN THE BAR, THE BILL ADDS UP FAST.



## BAR GAMES

MOST LADY BARS HAVE GAMES LIKE CONNECT FOUR, JENGA, POOL, OR DICE CUPS. THEY'RE FUN ICEBREAKERS, BUT THERE'S OFTEN A CATCH: THE LOSER IS EXPECTED TO BUY A LADY DRINK. SOMETIMES A GIRL WILL PUSH YOU TO PLAY WITH HER FRIENDS TOO, AND YOU MAY NOT REALIZE THAT MEANS AGREEING TO BUY THEM DRINKS AS WELL.



## MANAGING THE BILL

ALWAYS WATCH YOUR TAB. MISTAKES HAPPEN, BUT SOME BARS MAY ADD DRINKS FOR OTHER STAFF WITHOUT YOU KNOWING. THE BEST MOVE IS TO PAY AS YOU GO OR KEEP THE BILL AT YOUR TABLE SO YOU CAN CHECK IT THROUGHOUT THE NIGHT.



## COMMON LIES

GIRLS SOMETIMES SAY THINGS TO MAKE YOU FEEL SPECIAL OR SPEND MORE. TYPICAL ONES INCLUDE "YOU'RE MY FIRST CUSTOMER TONIGHT," "I DON'T HAVE A BOYFRIEND," OR "I DON'T LIKE THAI GUYS." TAKE THESE LIGHTLY — IT'S PART OF THE BUSINESS.

# UNDERSTANDING LADY BARS IN THAILAND

---

LADY BARS MAY LOOK LIKE REGULAR PUBS, BUT THEY OPERATE ON A VERY DIFFERENT SYSTEM. DRINKS, SALARIES, BAR FINES, AND EVEN SMALL DETAILS LIKE RINGING THE BELL ARE ALL DESIGNED TO KEEP MONEY FLOWING THROUGH THE BAR. FOR THE GIRLS, DRINK SALES ARE THEIR MAIN SOURCE OF INCOME, WITH QUOTAS AND BONUSES OFTEN TIED TO PERFORMANCE.

AT THEIR CORE, LADY BARS ARE BUILT AROUND COMPANY, CONVERSATION, AND DRINK SALES. THEY AREN'T ABOUT DJs OR SHOWS, BUT ABOUT INTERACTION. FOR THE GIRLS, IT'S A JOB, AND LIKE ANY JOB, THERE ARE RULES, QUOTAS, AND WAYS THEY EARN MONEY. FOR CUSTOMERS, IT'S A UNIQUE KIND OF NIGHTLIFE EXPERIENCE THAT CAN BE FUN AS LONG AS YOU UNDERSTAND HOW IT WORKS.

AS A CUSTOMER, KNOWING HOW THIS WORKS HELPS YOU AVOID SURPRISES AND ENJOY THE EXPERIENCE FOR WHAT IT IS A SOCIAL, INTERACTIVE NIGHT OUT. WHETHER IT'S PLAYING GAMES, BUYING LADY DRINKS, OR PAYING A BAR FINE, YOU'LL NOW UNDERSTAND WHAT'S HAPPENING AND WHY AND BE BETTER ABLE TO PROTECT YOURSELF.

THIS GUIDE HAS COVERED THE BASICS, BUT IT'S ONLY THE BEGINNING. THERE ARE PLENTY OF OTHER TRICKS AND TACTICS THAT FIRST-TIMERS OFTEN MISS, AND BEING AWARE OF THEM CAN SAVE YOU MONEY AND STRESS. THE MORE YOU UNDERSTAND HOW THINGS REALLY WORK, THE EASIER IT IS TO ENJOY YOURSELF WITHOUT SURPRISES.



# ***THANKS FOR READING***

## ***AN INSIDER'S GUIDE TO LADY BARS IN THAILAND***



**NOLAN JAX**  
**YOUTUBE**



**THAILAND EXPAT**  
**ENTREPRENEURS**

WANT MORE INSIDER TIPS AND STORIES ABOUT BUSINESS IN THAILAND? JOIN THE THAILAND EXPAT ENTREPRENEURS FOR EXCLUSIVE CONTENT, UPDATES, AND DEEPER INSIGHTS YOU WON'T FIND ANYWHERE ELSE.

**WWW.NOLAN-JAX.COM**  
**@NOLANJAX**

