

## TAT promotes Thailand as Muslim-friendly destination at ATM 2025

- A Monitor Desk Report

Date: 04 May, 2025



Dhaka: Tourism Authority of Thailand (TAT) highlighted Thailand's position as a premier Muslim-friendly destination at Arabian Travel Market (ATM) 2025, aligning with the Amazing Thailand Grand Tourism and Sports Year 2025 initiative.

At the event, TAT announced new partnerships with key GCC-based airlines, including Emirates and Etihad Airways, to enhance connectivity and offer co-branded campaigns that showcase Thailand's wellness and luxury experiences. These initiatives aim to help TAT reach its 2025 target of over 1 million visitors from the Middle East and Africa (MEA).

Tailored travel packages have been developed for families, honeymooners, and wellness seekers from the GCC region. These curated experiences focus on privacy, cultural exploration, shopping, and relaxation—designed in line with the values and expectations of

Muslim travelers.

Thailand welcomed over 956,000 visitors from the MEA region in 2024, a 25.6 percent increase from the previous year. The country remains a top destination among high-spending travelers from the Middle East who seek longer stays and personalized itineraries.

As part of its broader campaign, TAT showcased the Amazing Thailand Grand Tourism and Sports Year 2025 at ATM. The nationwide celebration features year-round festivals, global sporting events, and exclusive travel privileges. Key focus areas include sports tourism, wellness, culture, gastronomy, and luxury—each offering immersive and personalized experiences that reflect Thailand's commitment to sustainable, creative, and innovative tourism.

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