

## Thai Prime Minister unveils “Thailand Summer Festivals”

- A Monitor Desk Report

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Dhaka 26 : The Thailand Ministry of Tourism and Sports has launched the Thailand Summer Festivals, a seven-month celebration under the theme ‘7 Months 7 Wonders’, running from March to September 2025. Featuring over 70 events across seven categories—Songkran, Pride, Cultural Festivals, Music, Sports, Food, and Arts & Creativity—the festival is part of the [Amazing Thailand Grand Tourism and Sports Year 2025](#), aiming to position Thailand as a premier global travel destination, says a press release.

Speaking at a press launch, the Thai Prime Minister Ms. Paetongtarn Shinawatra stated: “Tourism is a key driver of Thailand’s economy, contributing over 14% of GDP. Our goal is to establish Thailand as a year-round travel destination, reducing the low-season impact with vibrant festivals and cultural experiences. The Thailand Summer Festivals will showcase diverse events across all regions, boosting local

economies while attracting global visitors. With this initiative, we aim to achieve a record breaking of 3.5 trillion Baht in tourism revenue.”

Ms. Paetongtarn presided over the Thailand Summer Festivals press launch held on February 26 at Government House, joined by Tourism and Sports Minister Mr. Sorawong Thienthong, Culture Minister Ms. Sudawan Wangsuphakijkosol, and other Cabinet members. Also in attendance was Dr. Surapong Suebwonglee, Deputy Policy Advisor to the Prime Minister and Chairman of the National Soft Power Development Committee of Thailand.

A key highlight of the Thailand Summer Festivals is the [Maha Songkran World Water Festival](#), set to take place at Sanam Luang from 11-15 April, celebrating [Songkran in Thailand](#), a UNESCO Intangible Cultural Heritage. This grand event not only honours Thailand’s rich traditions but also strengthens its position as one of the world’s top 10 festival destinations. Additionally, the nationwide ‘Grand Songkran Festival’ will showcase Thailand’s vibrant cultural traditions across 17 provinces and four key locations in Bangkok. To engage international audiences, an official Songkran Thai New Year theme song has been introduced in 20 languages, including Thai, English, French, Chinese, German, and Japanese.

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