

Thailand unveils 2025 grand tourism and sports initiative

- A Monitor Desk Report

Date: 11 November, 2024



Bangkok: Thailand's Minister of Tourism and Sports, Mr. Sorawong Thienthong, has officially declared 2025 as the "Amazing Thailand Grand Tourism and Sports Year" at a press conference organized by the Tourism Authority of Thailand (TAT) during the World Travel Market (WTM) 2024.

The campaign aims to attract travelers from around the world with a lineup of world-class events and exclusive perks. "This is more than just a celebration," Mr. Sorawong shared. "It's an open invitation for everyone to create unforgettable memories in Thailand."

Thailand is making significant investments to maintain its reputation as a top destination, with a tourism target of £75.55 billion (3.4 trillion Baht) for 2025. "The tourism industry is vital to Thailand's economy, reflecting not only in economic gains but also in the communities

uplifted and the millions of lives touched across the country," Mr. Sorawong stated.

He elaborated on Thailand's tourism direction, anchored in the 'Ignite Thailand' vision, emphasising that the nation's prosperity is tied to the well-being of its people. This principle will guide every policy and initiative, ensuring that tourism positively impacts visitors, local communities, and the environment.

To support this, the government is enhancing infrastructure, easing visa processes, and fostering a seamless ASEAN travel network through the 'Six Countries, One Destination' policy. Recent moves, such as British Airways' resumption of flights to Thailand, underscore the country's commitment to accessibility and connectivity.

The government is actively promoting hidden gem destinations like Nan, Phrae, and Sakon Nakhon to diversify travel experiences across the country. Additionally, attractions such as amusement parks, shopping centres, and entertainment venues are being expanded to cater to a broader range of travellers.

Thailand's soft power is another essential asset, with efforts focused on preserving and promoting Thai traditions, arts, and crafts. The government is promoting the 'Five-Must Do' experiences - Must Taste, Must Try, Must Buy, Must Seek, and Must See, that capture Thailand's unique charms, encompassing Thai cuisine, fashion, vibrant festivals, and beautiful scenery.

Thailand's vision to become a hub for international events is reflected in a robust calendar of festivities, including the Amazing Thailand Countdown 2025, MotoGP events in February and March, and the iconic Songkran Festival in April. These events are anticipated to drive year-round tourism and contribute significantly to the national economy.

Mr. Sorawong reiterated the importance of private sector involvement in energising Thailand's tourism landscape and creating new investment opportunities. He extended an open invitation to investors, travel agencies, and media to participate in Thailand's journey toward becoming a top global destination that benefits all stakeholders.

