

## Thailand expects tourism revenue of up to USD 65b in 2023

A Monitor Report

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**Bangkok :** The Tourism Authority of Thailand (TAT) said it expects the tourism industry to generate revenue of up to THB 2.38 (USD 65.03 billion) in 2023.

In a best-case scenario, revenue of THB 1.5 trillion would come from international visitors and THB 880 billion from domestic tourism, TAT Governor Yuthasak Supasorn said, adding that would be equivalent to about 80 per cent of the sector's performance before the pandemic struck.

Thailand has received about 2 million foreign visitors in the first six months of this year, a steady revival after its tourism industry almost collapsed due to the pandemic and more than 18 months of complex and costly entry requirements.

Earlier in 2022, Thailand launched a long-term visa programme for wealthy foreigners and skilled workers, sticking to its plan to lure high-spending visitors, despite major jobs and business losses in tourism during the pandemic.