

Thailand's tourism faces 7pc decline, hopes for recovery remain

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Bangkok : Thailand's world-famous beaches and temples continue to attract millions, but the nation's tourism sector is under strain. From January 1 to October 26, 2025, Thailand welcomed 26.25 million foreign visitors - a 7.25 percent drop compared to the same period in 2024, according to the Ministry of Tourism and Sports.

Although arrivals average around 86,000 per day, the figure remains below last year's 28.15 million by October. The ministry attributes the decline to economic uncertainty, inflation, and changing travel habits. Still, daily arrivals have improved in recent months, reaching around 100,000, suggesting some recovery momentum.

Malaysia remained Thailand's top visitor source with 3.8 million arrivals, followed by China with 3.72 million, boosted by China's Golden Week holiday. But other key markets, such as South Korea, India, and the US,

showed stagnant or weaker demand due to high airfares and global instability.