

THAILAND AIMS TO WELCOME 8 MILLION EUROPEAN TOURISTS



In 2025, Thailand aims to attract more European tourists than ever before, according to an announcement by the tourism minister. The Thai Ministry of Tourism revealed last week at the World Travel Market in London that it plans to significantly increase the number of European visitors to eight million next year, setting a record.

The strategy includes expanding cooperation with airlines to secure air connections during the peak tourist season. Minister Sorawong Thienthong highlighted **Thailand's investments in infrastructure and efforts to simplify visa processes to enhance the country's appeal.**

To welcome 11 million long-haul tourists in 2025, Thailand hopes to generate revenues of up to 896 billion baht (approximately US\$ 26.2 billion). These revenues are projected to comprise about 40% of the anticipated overall tourism earnings.

Thailand's Suvarnabhumi Airport in Bangkok plays a crucial role in the country's goal of attracting more European tourists. By the end of the year, a new runway will open, increasing the airport's capacity from handling 68 to 94 aircraft per hour. Kittipong Kittikachorn, managing director of Airports of Thailand (AoT), stated in the Bangkok Post that this expansion aims to enhance Bangkok's competitiveness with other major airports in the region.

In the first nine months of the year, **the Airports of Thailand reported a net profit of 14.9 billion baht (approximately 381 million Swiss francs)**, a significant increase driven by rising passenger numbers at all six airports AoT operates. These airports include Bangkok Suvarnabhumi (BKK), Don Muang (DMK), Chiang Mai (CNX), Phuket (HKT), Chiang Rai (CEI), and Had Yai (HDY).

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