

THAILAND EXPECTS 1.56 MILLION INTERNATIONAL TOURISTS



The governor of the Tourism Authority of Thailand (TAT), Thapanee Kiatphaibool, anticipates that 1.56 million international tourists will visit Thailand between December 21 and January 1, marking a 16% increase compared to 2023. These visitors are expected to generate 45 billion baht in tourism revenue, which represents a 20% year-on-year increase.

She attributed this growth to the government's implementation of visa exemptions and the relaxation of immigration rules, along with the introduction of additional flights that have attracted international tourists from China, South Korea, Taiwan, India, Scandinavia, and France. **World-class events organized by TAT and its partners also contribute to the influx of foreign travelers and influencers to Thailand.**

The authority anticipates that 4.41 million Thai travelers will embark on domestic trips during this period, representing a 29% increase compared to last year. These travelers are expected to generate 17 billion baht in tourism revenue, a 30% rise from the same period in 2023.

Positive influences on domestic tourism include the government's additional holiday from December 28 to January 1, initiatives to promote tourism in the northern regions, and a 30% discount on domestic flight tickets.

Experts highlight that the cool temperatures and the Amazing Thailand Countdown 2025 event at IconSiam shopping mall in Bangkok will provide an excellent travel experience.

Thai Tourism and Sports Minister Sorawong Thienthong announced that from January to December of this year, 32.02 million international tourists visited Thailand, representing a 28% increase compared to the previous year. These visitors generated 1.50 trillion baht in tourism revenue.

The top five countries of origin for foreign visitors were China (6.21 million), Malaysia (4.50 million), India (1.91 million), South Korea (1.68 million), and Russia (1.50 million).

From November 25 to December 1, the number of foreign arrivals totaled 706,382, which marked a decline of 5.73% from the previous week. This decrease was attributed to a reduction in Malaysian tourists due to flooding in Songkhla, Pattani, Yala, and Narathiwat.

During the same week, the top five foreign arrivals were from China (118,216), Malaysia (63,725), Russia (47,914), India (46,350), and South Korea (38,272).

Date: 2024-12-08

Article link:

<https://www.tourism-review.com/thailand-expects-more-international-tourists-news14724>