



[Login](#) | [Create Account](#) | [Search](#)

Tourism confidence dives

BANGKOK: The tourism confidence index in the second quarter plunged year-on-year, as tourism contracted since the beginning of the year due to safety concerns and cautious tourism spending following the US's decision to implement a reciprocal tariff policy, according to the Tourism Council of Thailand (TCT).

[tourism](#) [economics](#)
[By Bangkok Post](#)

Saturday 26 July 2025 10:30 AM

←

Ads by Google

Send feedback

Why this ad? ⓘ



By continuing to use our site you consent to the use of cookies as described in our privacy policy. Accept and close

105
Shares

Tourists walk along Na Phra Lan Road prior to paying a visit to the Grand Palace. The Tourism Index in the second quarter sank to 70 from 83 in the first quarter of 2025. Photo: Bangkok Post

The TCT also predicted that Thailand would gain only 33.3 million foreign arrivals this year, which is even fewer visitors than last year, and secure B1.75 trillion revenue, reports the [Bangkok Post](#).

TCT President Chai Arunanondchai said the tourism industry has been facing even greater challenges than last year due to a string of negative factors.

According to the TCT, the tourism confidence index for the second quarter stood at only 70, below a benchmark of 100 recorded prior to the pandemic.

It also plunged from 79 recorded in the corresponding period last year, and 83 recorded in the first quarter.

The council surveyed 740 tourism operators nationwide from May 25 to June 10. The kidnapping of a Chinese actor into a border scam centre in Myanmar and the Mar 28 earthquake hampered foreign tourist arrivals, causing the Chinese-speaking market to drop by over 50%.

World economic growth is expected to grow at the slowest rate in 16 years, mainly attributed to the US’s reciprocal tariff policy, causing tourists to feel insecure about their income, prompting them to opt for trips to closer destinations instead.

The emerging challenges include the ongoing Thailand-Cambodia border spat, which is expected to hamper tourism in the border provinces during this low season, while the high level of household debt among Thais also persists.

The tourism confidence index across all six regions also dipped year-on-year. The Eastern and Western regions still recorded a better index than others at 78 and 73, respectively, as they are able to share tourists travelling there from Bangkok.

In terms of business sectors, the confidence index for entertainment businesses dropped to the lowest level of only 60, down from 73 last year.

In the second quarter, tourism operators reported having only a 45% recovery in terms of revenue compared to the level recorded in 2019.

Hotels also recorded a 48% average occupancy rate, dipping from 55% recorded in the corresponding period last year.

Even though the labour shortage is not a critical issue for the tourism industry at the moment, it would be a problem if more businesses decide to permanently close down, he said.

In the second quarter, 94% of businesses were still operating as usual, down from 97% in the first quarter.

The TCT forecasts that the confidence index will dip further to 65 in the third quarter.

Mr Chai said the council has urged the Tourism Authority of Thailand to launch a subsidy for bus operators to operate trips nationwide.

←

Ads by Google

Send feedback

Why this ad? ⓘ

[Have a news tip-off? Click here](#)

By continuing to use our site you consent to the use of cookies as described in our privacy policy. Accept and close

- » [Tourism confidence dives](#)
- » [Phuket launches 'Safe Space School' campaign to tackle bullying](#)
- » [Phuket to host 'Asialink Sketch Walk'](#)
- » [PHUKET XTRA: VIDEO: Thai-Cambodia Border Blasts, Phi Phi Tourist Loses Life, Phuket Truck Theft Halted || July 25](#)
- » [Women nabbed for car smuggling of Phuket-registered Fortuner](#)
- » [French tourist found dead at Phi Phi Police Station](#)
- » [Thailand warns of war with Cambodia as 138,000 flee fighting](#)
- » [Phuket trailblazer Daren Jenner appointed global marine safety role](#)
- » [Baht falls from highest since 2022 on conflict with Cambodia](#)
- » [Phuket officials tout success in anti-drug blitz](#)
- » [Twelve Thais killed in Cambodia attacks](#)
- » [Phuket distances itself from Cambodia clashes](#)
- » [PHUKET XTRA: VIDEO: Violence And Casualties at Thai-Cambodian border, Teens Busted For Phuket Night Races || July 24](#)



By continuing to use our site you consent to the use of cookies as described in our privacy policy. Accept and close



NAKKARAT

COLORS

DECORATIVE PAINT FINISHES



www.nakkarat.com
www.nakkaratcolors.com
+6693 601 3393
info@nakkarat.com



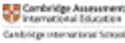
Lighthouse
International School
Rawai



The
Lighthouse
Way



lighthousephuket.com





C&C MARINE



MARINE ENGINEERING SPECIALISTS

C&C Marine (Thailand) Co., Ltd.
Tel: +66 076 272049 Fax: +66 076 273248
Email: holmes@candc-marine.com
www.candc-marine.com
16/2 Moo 4, Soi Koh Kaew 33, Thepkassatri Rd,
Koh Kaew, Muang, Phuket 83000, Thailand



BLUE TREE

Lifestyle Village

Café & Restaurants
Shopping
Beauty
Kids Activities
Wellness
Services

Open Daily:
09:00 am - 09:00 pm



SAii
PHUKET
LAGUNA

SAii SPA DAY PASS

Only at THB 1,300 net per person

By continuing to use our site you consent to the use of cookies as described in our privacy policy. Accept and close



NEWS

- Phuket News
- Phuket Covid 19 News
- Thailand News
- World News
- Business News
- Q&A News
- Weird News
- ARCHIVE
- POLL
- CURRENCY

LIFE

- Arts
- Community
- Culture
- Dining
- Education
- Phuket
- Entertainment
- Environment
- Health
- People
- Technology

SPORT

- Phuket
- Thailand
- World
- SURF REPORT
- PREDICTIONS

CLASSIFIEDS

- Property
- Cars & Boats
- Jobs

EVENTS

- Buy tickets
- Next Seven Days
- All Events
- View in calendar

ABOUT

- The Company
- Work with us
- Distribution points
- Advertise with us
- Pay for advert
- Contact us
- TIP-OFF

PHUKET PROPERTY

DEALS

SUBSCRIBE DAILY
NEWS

PHOTO
GALLERIES

Bars, pubs &
clubs
Hotels & villas
Restaurants
Yellow Pages

By continuing to use our site you consent to the use of cookies as described in our privacy policy. Accept and close

105
Shares