

# Poll Analysis: Thai People and Travel Plans for the Second Half of 2025

Suan Dusit Poll surveyed a sample of 1,189 people (online and field survey) Between June 17-20 2025



## Key Findings:



**43.48%**

Most had some money to travel but needed to cut back



**62.83%**

Health concerns influenced travel decisions



**73.68%**

Many were interested in the "Half-Price Travel" Scheme



**59.48%**

Most planned domestic trips in the second half of the year.



**63.98%**

Nature and eco-friendly tourism drew the most interest



**57.53%**

Many lacked confidence in the government's tourism efforts

## Tight Budget, Willing to Travel, Interested in Half-Price Scheme

According to the survey, most respondents still had enough money to travel, but needed to be more frugal (43.48%). When asked about the most influential factor in travel decisions, health-related concerns such as disease outbreaks remained the top consideration (62.83%). Additionally, the government's travel subsidy program, Half-Price Travel Scheme, received a strong response, with a majority expressing interest in participating (73.68%). These findings suggest that while tourism in Thailand can still move forward, it does so under financial constraints. Despite ongoing economic pressure, Thai people continue to value travel as a way to relieve stress. With the right support and well-targeted measures from the government, there remains a tangible opportunity for domestic tourism to recover.

## Plans for Domestic Trip, but Low Confidence in Government Tourism Policy

When asked about travel plans for the second half of 2025, most respondents indicated they planned to travel domestically (59.48%). The most preferred type of travel was nature-based, adventure, and eco-friendly tourism (63.98%), reflecting a growing interest among Thai people in relaxing while also caring for the environment. However, when asked about confidence in the government's tourism management and promotion, the majority expressed a lack of confidence (57.53%). These results suggest that while interest in tourism remains strong—particularly in domestic and sustainable nature-based travel—trust in the government remains a weak point. If the government aims to use tourism to drive economic recovery, rebuilding public trust must also be a priority.

"Tourism in Thailand still holds some momentum, even under tightened economic conditions and constrained household spending. Thai people have not given up on traveling, as it remains a way to relieve the stress of daily life.

If the government introduces well-targeted and effective support measures, the recovery of the tourism sector remains within reach — despite the fact that public confidence in the government's role in tourism management remains limited."



Pornpan Buathong  
Director of Suan Dusit Poll  
Suan Dusit University

## Reach Us Out

Shaping Tomorrow with Today's Insights



[suandusitpoll@dusit.ac.th](mailto:suandusitpoll@dusit.ac.th)



<https://dusitpoll.dusit.ac.th/>



+66 2244 5210



According to the findings from Suan Dusit Poll, over 70% of Thai people still need to limit their travel budgets. This aligns with the economic outlook for June 2025, in which the Joint Standing Committee on Commerce, Industry and Banking (JSCCIB) projected Thailand's growth at only 1.5–2.0%. The economic slowdown has directly impacted purchasing power, making travel an activity that requires careful planning. In addition, disease outbreaks and natural disasters remain key factors that people consider before traveling. The "Half-Half Travel Thailand 2025" program has drawn interest from more than 73% of respondents, indicating public hope in economic stimulus measures. Public confidence in government policies plays a crucial role in the success of tourism promotion initiatives. Policy planning should focus on continuity and responsiveness to public needs. Moreover, transparent data sharing and regular program evaluations can enhance both the transparency and effectiveness of tourism promotion in Thailand.



Asst. Prof. Pimmada Wichasin (Ph.D)  
Dean, School of Tourism and Hospitality  
Suan Dusit University

