

# Thai People and Mother's Day Travel 2025

Suan Dusit Poll surveyed a sample of 1,236 people (online and field survey) Between August 5-8 2025

## Key Findings:



38.59%

Had plans to travel domestically during Mother's Day



54.29%

The Half-Half Thailand Travel might have encouraged more people to plan trips



70.02%

Decided to travel on Mother's Day (green season) to spend time with family



64.46%

Believed government tourism promotion benefits should be expanded



59.08%

The Thailand-Cambodia situation led to travel closer to home



46.76%

Expected to spend less than 3,000 baht during Mother's Day

*"Mother's Day travel continues to attract Thai people, even as economic pressures constrain spending power. The key motivation remains spending time with family. At the same time, the Thailand-Cambodia situation has led many to choose destinations closer to home and avoid border areas, resulting in more cautious spending this year. Driving tourism during such special occasions therefore requires both proactive policies and the building of public confidence, so that tourism serves as both an economic opportunity and a source of happiness for the Thai people"*



Pornpan Buathong  
Director of Suan Dusit Poll  
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## Mother's Day Travel Driven by Family

During Mother's Day, 38.59% of respondents had plans to travel domestically, while 29.13% reported having no travel plans. Regarding the "Travel Thailand Half-Half 2025" program, 54.29% believed it might encourage them to plan trips, and 50.97% felt it was beneficial only for certain groups who could book in time or were adept at using technology. In terms of factors influencing travel decisions during the green season, 70.02% wanted to spend time with family on the occasion of Mother's Day, followed by 53.85% who valued convenience in travel and overall costs. These findings indicate that Mother's Day travel continues to attract Thai people, with family time as the main driving force. At the same time, government tourism promotion measures help stimulate decision-making, though they may not yet reach all groups equally.

## Boost Tourism Perks, Mother's Day Spend 3,000 Baht

To further promote tourism during the green season, 64.46% of respondents believed that benefits under government tourism promotion programs should be expanded, and 55.56% suggested developing safe, eco-friendly, and conservation-oriented tourist attractions. Due to the Thailand-Cambodia situation, 59.08% chose to travel within their province or nearby areas, while 42.95% avoided destinations near the border. Regarding Mother's Day spending, 46.76% expected to spend no more than 3,000 baht, followed by 25.50% who planned to spend between 3,001 and 5,000 baht. These results show that the public still seeks additional incentives from the government and the development of safe, conservation-focused, and environmentally friendly destinations. At the same time, the border situation influences destination choices, while economic conditions continue to limit travel budgets for Thais during Mother's Day.



*The survey results indicated that domestic travel remained the primary choice for Thai people. Government support through the "Travel Thailand Half-Half 2025" program played an important role in stimulating tourism demand during Mother's Day, although more than half of respondents viewed the program as beneficial mainly for those with better access to bookings or technology. This highlights the need to reduce the digital divide in tourism promotion for the public. The main motivation for Mother's Day travel was spending time with family, aligning with the concept of emotional tourism, which emphasizes travel experiences connected to emotional bonds. Other key factors included convenience and overall costs, as well as the beauty of nature and fresh air. These findings underscore the importance of developing safe and environmentally friendly tourist destinations, along with promoting easily accessible nature routes, in order to further enhance the potential of the green season.*



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