

Suan Dusit Poll surveyed a sample of 1,281 people (online and field survey) Between November 11-14 2025

Key Findings:



82.67%

Knew that Thailand was the host of the 33rd SEA Games



68.85%

Expected that the SEA Games would help promote tourism and the domestic economy



22.25%

Thought that Thailand would win gold medals in athletics



66.98%

Wanted the government to give importance to safety and order at the event



35.83%

Said that the "Monthong Fever" trend made them more interested in football

"The poll results reflect that the public expects Thailand to use the SEA Games as an opportunity to drive economic growth and strengthen the country's image, while organizing the event to a high standard in every aspect. At the same time, the 'Monthong Fever' trend continues to increase public interest in the competition. This is an important moment for the government to build public confidence and show Thailand's capabilities on the ASEAN sports stage."



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SEA Games Seen as Boost for Tourism and the Economy

The survey found that most people were aware that Thailand was the host of the 33rd SEA Games (82.67 percent). They expected that being the host would help promote tourism and the domestic economy (68.85 percent). The sports in which people expected Thailand to win gold medals were athletics (22.25 percent), followed by Muay Thai (12.18 percent). The poll results reflected that people hoped this event would be an important opportunity for Thailand to stimulate the economy and strengthen the country's image. At the same time, they remained confident in the ability of Thai athletes, especially in key sports where Thailand has long been strong, such as athletics, Muay Thai and sepak takraw. These sports are seen as areas where Thailand continues to perform well.

Public Urges Strong Safety Measures as Football Interest Rises

The survey found that the thing people most wanted to tell the government regarding the SEA Games was to give importance to safety and order at the event (66.98 percent). The second was to provide convenience for athletes, including accommodation, transportation and training facilities (61.59 percent). This reflects that people expect the government to organize the competition to a high standard, with safety and full support for Thai athletes to perform at their best. At the same time, because of the "Monthong Fever" football trend, some people became more interested in the SEA Games, especially in football (35.83 percent) and other sports (31.15 percent), while some said their interest stayed the same (27.17 percent). The poll results therefore reflect both expectations for a well-organized and safe event for everyone, and the influence of the Monthong Witthaya football team trend that helps draw more public attention to the SEA Games this year.

"This survey reflects clear economic and social expectations, showing that people view the SEA Games as an "economic tool" rather than only a sports event because of three main factors. The first factor is the high level of public awareness, which acts as social capital and supports a strong sense of hospitality in the tourism industry, while also showing confidence that a major event can stimulate the grassroots economy. The second factor is the strong focus on safety, which is seen as a hygiene factor that is not only a preference but also a decisive condition for economic success. The third factor relates to new opportunities, where the "Monthong Fever" trend and Muay Thai demonstrate how narrative economics and soft power can create positive impacts that can grow into sustainable sports tourism. Therefore, the challenge for the government is to manage safety as the key variable that controls risk and to create value from soft power trends so that public expectations can become a sustainable economic legacy rather than only short-term income."



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