

RED LANTERN INSIGHT:
GOLF IN
THAILAND
2025





GOLF TOURISM & DESTINATION MARKETING

The Thailand Golf Travel Mart (TGTM) 2025, held in Khao Yai, focused on positioning Thailand as a sustainable, wellness-oriented golf destination.

The event brought together over 70 industry experts and buyers and set promotional targets including increasing annual British visitor numbers from approximately 600,000 toward 1 million, explicitly leveraging golf as part of a broader tourism offering.

TGTM 2025 emphasised “goes green” themes, highlighting environmentally responsible course management, reduced resource use, and the integration of wellness activities such as spas and nature excursions alongside golf. This aligns with the Tourism Authority of Thailand’s strategy to differentiate the country from competing Southeast Asian golf destinations through sustainability and holistic travel experiences.

The Tourism Authority of Thailand and industry partners estimate around 700,000 “golf tourists” per year, with approximately 8-9% of foreign visitors playing at least one round of golf during their stay.

A leading regional golf-tour operator reported handling more than 21,000 international golf vacation packages in 2024 the majority into Thailand, indicating that organised golf travel has strongly rebounded post-pandemic.



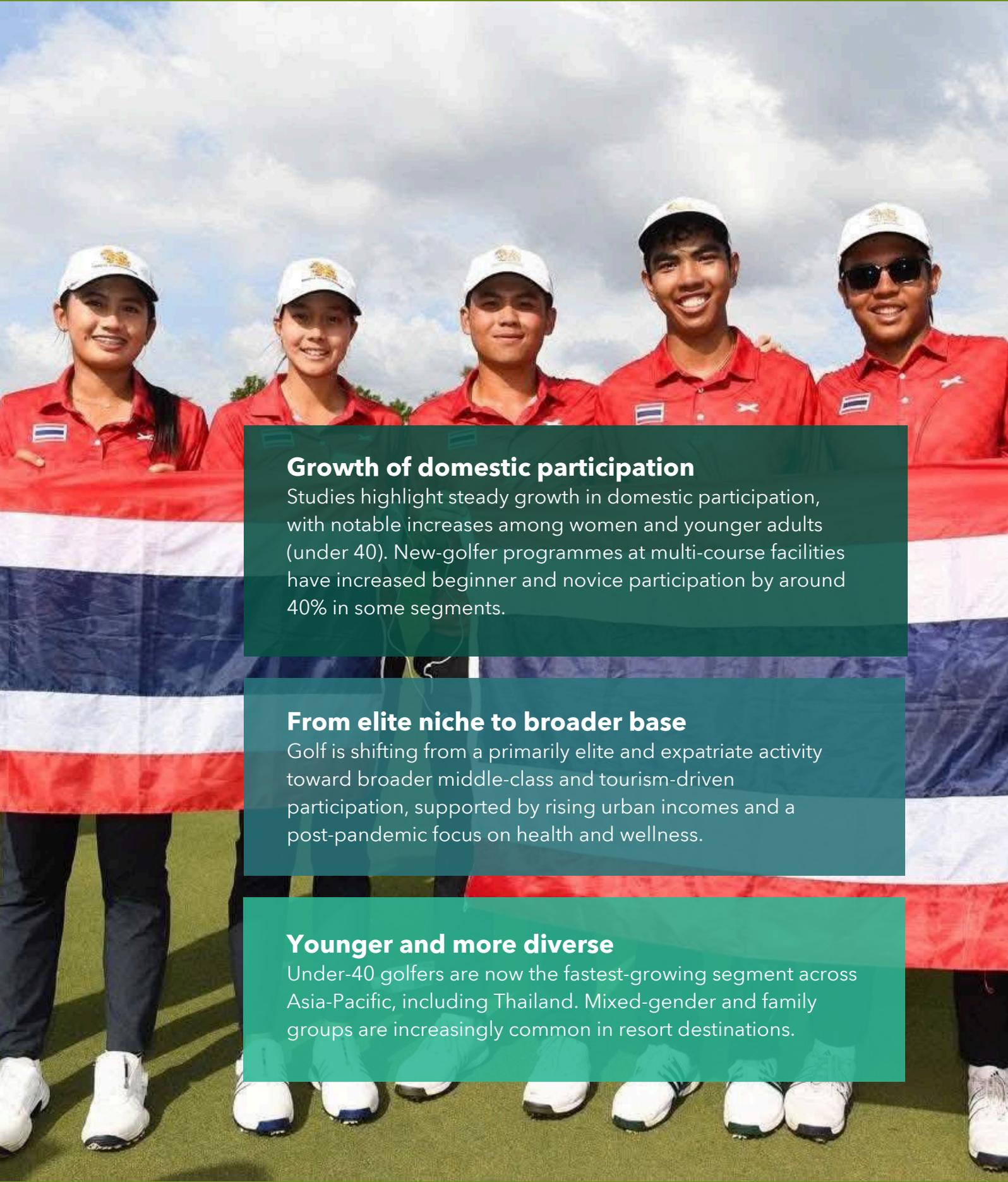
COURSE & DESTINATION USAGE

Thailand is consistently cited as having the largest number of golf courses in Southeast Asia, with approximately 300-306 facilities nationwide. This underlines how widely accessible golf has become for both domestic players and visitors.

Key destinations such as Phuket alone are reported to host over 200,000 golf visitors per year, with average spending per golfer of at least 4,000 THB per day and total annual golf-tourism revenue on the island estimated in the 1-2 billion THB range.



WHO PLAYS GOLF IN THAILAND? SHIFTING DEMOGRAPHICS



Growth of domestic participation

Studies highlight steady growth in domestic participation, with notable increases among women and younger adults (under 40). New-golfer programmes at multi-course facilities have increased beginner and novice participation by around 40% in some segments.

From elite niche to broader base

Golf is shifting from a primarily elite and expatriate activity toward broader middle-class and tourism-driven participation, supported by rising urban incomes and a post-pandemic focus on health and wellness.

Younger and more diverse

Under-40 golfers are now the fastest-growing segment across Asia-Pacific, including Thailand. Mixed-gender and family groups are increasingly common in resort destinations.

DOMESTIC PROFESSIONAL GOLF TOURS (2025)

All Thailand Golf Tour (Men)

- Season: 13 February - 7 December 2025
- 14 events nationwide
- Notable winners:
 - Singha Thailand Masters – Tanapat Pichaikool (two wins)
 - Singha All Thailand Memorial – Parathakorn Suyasri
 - Thailand Open – Edven Ying

Thailand PGA Tour (Men)

- Series of national events with prize money ranging from approximately ฿2-฿4 million per event
- Key locations: Prachinburi, Hua Hin, Kanchanaburi, Bangkok Open, and Singha Park Khon Kaen Championship

Thai LPGA Tour (Women)

- Multiple events with purses up to ฿4 million (Thai LPGA Masters)
- Notable winners in 2025 included Thanita Muangkhumsakul, Eila Galitsky (amateur), and Achiraya Sriwong



MAJOR INTERNATIONAL & REGIONAL ACHIEVEMENTS

SEA GAMES (CHONBURI, 2025)

Thailand won all four gold medals in golf (men's and women's individual and team).

Men's individual gold:
Pongsapak Laopakdee

Women's individual gold:
Prim Prachanakorn

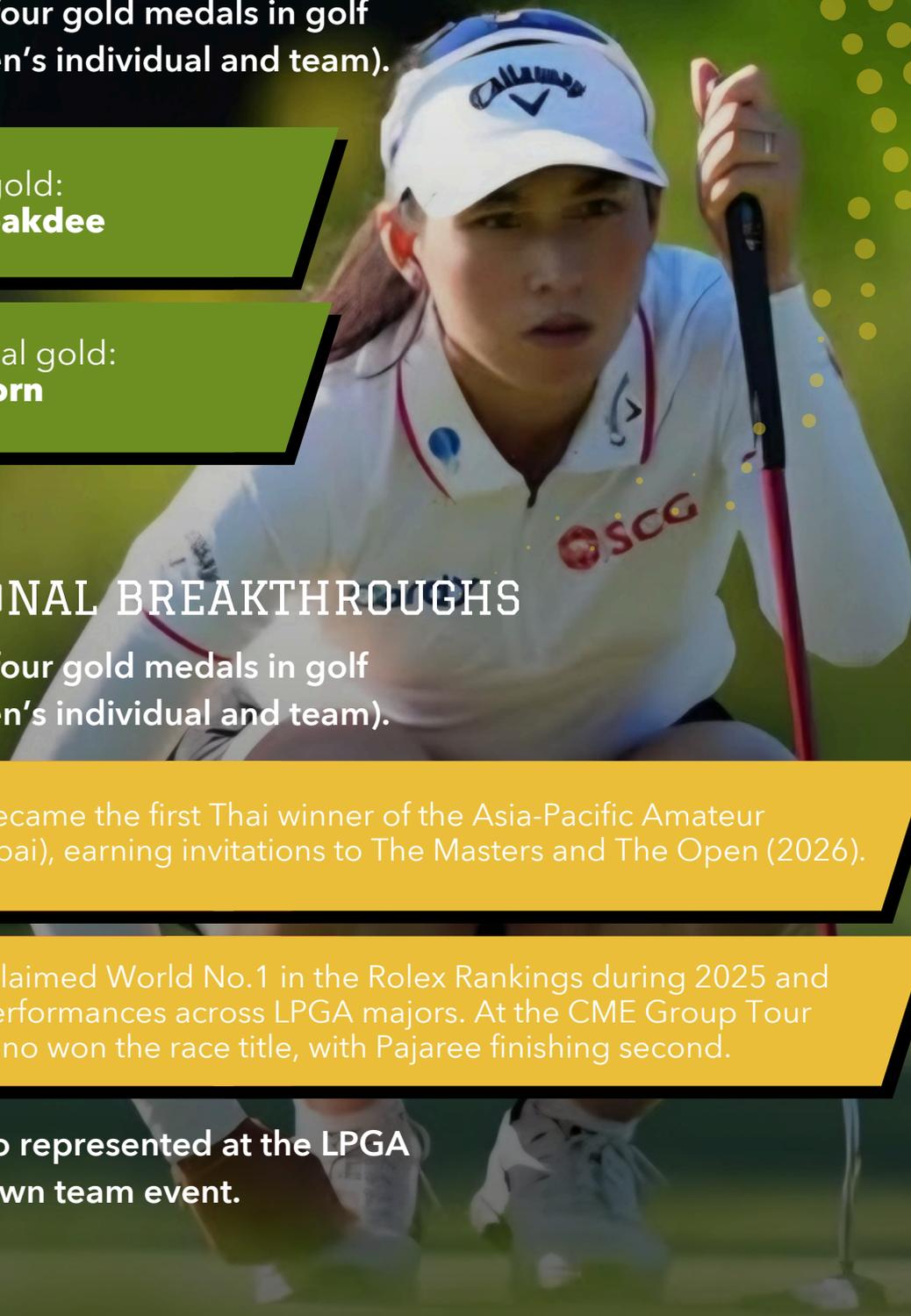
INTERNATIONAL BREAKTHROUGHS

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Fifa Laopakdee became the first Thai winner of the Asia-Pacific Amateur Championship (Dubai), earning invitations to The Masters and The Open (2026).

Jeeno Thitikul reclaimed World No.1 in the Rolex Rankings during 2025 and delivered strong performances across LPGA majors. At the CME Group Tour Championship, Jeeno won the race title, with Pajaree finishing second.

Thailand was also represented at the LPGA International Crown team event.



KEY TOURNAMENTS IN THAILAND (2025)

EVENT	DATE	TYPE	PRIZE
All Thailand Golf Tour Season	Feb-Dec	Pro Tour	Various (5M+ Baht)
Thailand Open	Dec	National	฿7M
Thailand PGA Events	Mar-Sep	National	฿2M-฿4M
Thai LPGA Tour	Feb-Sep	Women's Tour	฿1.5M-฿4M
Thailand PGA Events	Dec 11-14	Multi-sport	Gold medals
Thai LPGA Tour	Feb	International (LPGA)	~\$1.7M purse

EMERGING TRENDS & NOTES

- Thai juniors such as Prim Prachanakorn are gaining prominence regionally and internationally.
- Thai golfers are increasingly competitive on the LPGA and global amateur circuits, reflecting strong development pipelines.
- The All Thailand Golf Tour and Thailand PGA Tour continue to act as key feeder systems into Asian and world tours.
- Four Thai players now hold tour cards across major international circuits, with a combined 23 professional wins (including three majors) across seven players.

Attendance exceeded 45,000 spectators at the Honda LPGA Thailand 2024, with a notable share of younger fans, signalling strong demand for both viewing and participation.



AIS & PGA PARTNERSHIP HIGHLIGHT

The partnership between AIS and the PGA marks a major strategic development for golf in Thailand.

AIS is leveraging its digital platforms and subscriber base to distribute premium PGA content, increasing the visibility of elite-level golf among Thai audiences.

The partnership also creates opportunities for local activations such as promotions, viewing parties, and cross-marketing with domestic tournaments and sponsors. More broadly, it signals growing commercial confidence in golf as a media and sponsorship property within Thailand.

