**Thailand Travel Mart Plus 2025 (TTM+ 2025)**

(Factsheet)

**Date:** 4-6 June 2025

**Venue:** Royal Park Rajapruek, Chiang Mai, Thailand

**Organized by:** Tourism Authority of Thailand (TAT)

**Purpose:** Showcase Thailand as a top travel destination with unparalleled experiences in the Amazing Thailand Grand Tourism and Sports Year 2025.

**About TTM+2025**

The Thailand Travel Mart Plus (TTM+) 2025 is a premier B2B travel trade event showcasing Thailand's diverse and sustainable tourism offerings under the theme “Amazing Thailand: Your Stories Never End”, emphasizing meaningful travel experiences. The event connects global buyers and Thai sellers, featuring **450 sellers** from hotels, tour operators, attractions, and **more than 400 buyers from 53 countries around the world.** TTM+ 2025 aims to facilitate **over 12,000 business appointments**, generating significant economic impact. The program includes product showcases, networking opportunities, and expert talks on global tourism trends, with a strong focus on sustainability and smart tourism. Attendees will experience Thailand's rich culture through local products, hands-on workshops, and immersive activities, reinforcing Thailand’s position as a world-class travel destination.

**Economic Impact**

**Estimated Revenue:** Over 3.5 billion Baht generated for Thailand's tourism industry.

**Why Exhibit at TTM+ 2025**

**1. Thailand’s Largest Trade Event for the Tourism Industry**

Be part of the biggest and most influential trade event in Thailand’s tourism sector.

**2. Access to Global Markets**

Reach international buyers and expand your presence in high-potential markets worldwide.

**3. Invaluable Industry Connections**

Build strong relationships with key players, partners, and decision-makers.

**4. Drive Meaningful Partnerships**

Foster impactful collaborations that can enhance your long-term business success.

**Key Participants 2024**

**Number of Buyers:**A record-breaking 425 buyers from around the globe.

Regions represented:

1. **East Asia** (30.4%)
2. **Europe** (25.2%)
3. **ASEAN, South Asia, and the South Pacific** (20.9%)
4. **Americas, Africa, and the Middle East** (11.3%)
5. **Thailand** (12.2%)

**Number of Sellers:**430 booths featuring quality sellers across Thailand.

Categories include:

1. **Hotels and Resorts:**360 booths
2. **Tour Operators:**34 booths
3. **Attractions and Entertainment Venues:**18 booths
4. **Transportation and Carriers:**8 booths
5. **Other Tourism-Related Businesses** (e.g., online platforms, shopping malls, golf clubs, and vineyards): 10 booths

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