

# MAKING THE EXTENSION OF ALCOHOL SALES HOURS PERMANENT: WHAT EVIDENCE IS THE GOVERNMENT USING TO DECIDE?



Today, the Royal Gazette has announced a permanent extension of the hours for alcohol sales.



The key question is: What set of data is this decision based on? Has the government thoroughly weighed the economic benefits, tourism impacts, public health, safety, and social costs?



A previous study examined the impact of relaxing the ban during 14:00–17:00 in 12 provinces across Thailand (major and secondary cities in all 6 regions). Data were collected from:

2,445 members of the general public

378 business operators

1,238 tourists



Data collection period: **18 March – 8 April 2026** (18 days)

## ✓ SURVEY FINDINGS

### GENERAL PUBLIC



**41.4%**  
do not agree

Only **31.3%** agree

### GENERAL PUBLIC



**43.3%**  
believe the “negative impacts outweigh the benefits”

such as traffic accidents, violence, noise disturbance, and health impacts

### TOURISTS

Thai tourists **69.7%** | International tourists **68.7%**  
said this measure has “no impact or very little impact” on their decision to visit Thailand



### BUSINESS OPERATORS

**6.9%**  
reported increased sales

**59.5%**  
reported decreased sales (March 2026)

## ? THE QUESTIONS THE POLICY CHANGE MUST BE ABLE TO ANSWER:



**1** How much real economic benefit will this bring?



**2** Is the benefit to tourism significant enough?



**3** Have the costs related to accidents, violence, health, youth, and impacts on communities been fully considered?



**4** What monitoring and evaluation system will be in place after this policy is implemented permanently?



**5** If the negative impacts outweigh the benefits, how will the government adjust the policy?



Alcohol policy is not just about “sales hours” it is about **lives, safety, the economy, and the future of Thai society.**



The Centre for Alcohol Studies (CAS) believes that moving forward, the government should **openly disclose the data, reasons, and indicators** used to support this decision, and establish a **transparent system to monitor and evaluate the impacts**, so the public can be assured that this policy is based on evidence—  
not merely short-term economic pressures. ”



For a safer society



For better health



For stronger communities



For a sustainable economy



For a better future for Thailand

\* The study examined the impact of relaxing the 14:00–17:00 ban in 12 provinces across all 6 regions of Thailand.

Data collected from 18 March – 8 April 2026

Because every decision today shapes our tomorrow.

