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## Thailand as World LGBTQ Wedding Destination

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### Abstract

Gradually, Thailand has emerged as a promising land of honeymoon destination for LGBTQ wedding tourism, offering a diverse range of picturesque venues favorable for same-sex couples. This research paper discusses the multifaceted appeal of Thailand by mentioning the beautiful landscapes, culturally inclusive environment, and the growing acceptance of LGBTQ rights. The paper discusses the legal environment of Thai marriage, considering the difficulties facing the LGBTQ couples and the limitations of the present times, including the non-recognition of same-sex marriages under Thai law. On the other hand, it also discusses how weddings from the LGBTQ community have gone up, reflecting changes in societal attitudes and creating Thailand as a haven for couples seeking out acceptance and celebration of their love. It also lists all popular LGBTQ wedding venues—from five-star hotels to dreamy beach resorts—and mentions what really sets them apart: catering services designed with same-sex couples in mind. Cultural elements discussed herein involve an examination of traditional Thai wedding ceremonies and the aspect of inclusivity to understand their contribution to the experiences of LGBTQ weddings. It concludes with a presentation of some effective marketing strategies and promotional activities that might include partnering with LGBTQ influencers down to well-churned advertising campaigns that might position Thailand among the top destinations globally for the performance of LGBTQ marriage ceremonies. Against this backdrop, the present study explores a sensitive area in which Thai operators are showing huge potential to attract LGBTQ grooms and brides, first in the development of wedding tourism and secondly to increase acceptance of sexual orientation diversity across the region.

**Keywords:** Thailand; World Destination; LGBTQ; Wedding; LGBTQ Wedding

### 1. Introduction

Learn why Thailand has strong potential to attract the attention of LGBTQ couples worldwide to position it as a destination for wedding tourism. Indeed, Thailand has various beautiful places where weddings can be performed. Everything from private villa settings on the white sandy beaches of Samui or Phuket to a gorgeous setting in the mountains of Sai Yok Noi National Park, Kanchanaburi, to exotic boutique hotel rooftop settings with a bird's-eye view over the bustling and vibrant city of Bangkok. Choices are endless; hence, there is something out there that suits all tastes, generations, and budgets. Why Thailand? Attractive locations and venues, including top-of-the-range luxury hotels and resorts full of unique Thai cultural experiences. Friendly local people who are very welcoming. Extremely accepting society with venues and locals actively seeking the Pink Baht. Incredibly romantic traditions and rituals to include in the wedding ceremony. Vibrant cosmopolitan cities offer great nightlife. Discounted luxury spa treatments—you and your partner can indulge in the world-famous Thai massage. The discussion section will explain Thailand in general, including a little geography, incredible variety recent laws, and wedding tourism. It will explain the legalities of marriages in Thailand and what every LGBTQ visitor should know. It shall touch a little on what happens after marriage, legally. It discusses how to plan the wedding and consists of a step-by-step guide into the additional rituals and celebrations that do normally happen in Thailand after the wedding and what you will need to organize. The final

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section will also look at honeymoon and travel possibilities, though these will be details that apply to everyone rather than special couples.

### **1.1. Background of Thailand as a Wedding Destination**

One background heading and at least one or two sub-points are enough. Thailand as a world wedding destination - Background Thailand and weddings for a long period, Thailand has been an attractive destination for weddings from other countries given the beautiful natural environment of the beaches, mountains and lush tropical forests that surround it, its host of attractions. Friendly locals and a rich cultural tradition are also attractions of Thailand. This is especially attractive for wedding couples, since their guests often stay well after the wedding. Finally, it can be for a honeymoon far more exotic than their native countries. In recent years, Thailand has grown in popularity as a wedding destination for foreigners. However, for a long time, Thailand has been the venue for several marriage certificate weddings, too. The country also receives many Indian couples, and couples who come from Mainland China, Taiwan, and Hong Kong for guest Indian and Chinese weddings, and for an abroad getaway wedding for the unregistered weddings where only a few relatives and close friends would attend. One of the main reasons it has gained such huge popularity is due to a high level of support and the fact that many innovative, plus traditional theme weddings can be held at lower costs compared to their home countries because of all-inclusive wedding and hospitality. Besides this, it has started to become increasingly convenient for both the couples and their guests, leading to an increase in foreign nationals. Almost 100% of couples marry on foreign passports, usually a European and an Asian. This gives rise to an ever-increasing demand for expertise, entertainment, and convenience. The Henley Passport Index ranked Thailand 66th in 2021, with Thai citizens enjoying visa-free or visa-on-arrival privileges in 64 countries-or 28.6 per 10 nations. According to Agoda, Bangkok ranked third in 2019 as a place where Vietnamese people get married and was the most dominant spot of any ASEAN country, practically identical to the very strong figures in 2021. The Thai wedding market is divided into several categories and price points: small, intimate weddings; medium-sized weddings; Patong, Phuket, Hua Hin, and popular after-wedding parties in Bangkok; and celebrity-based or globally renowned other islands for large weddings. Of all, beach weddings are the most famous. Many groups are invited to beach weddings, and after the wedding couple is brought from their hotel, a ceremony is organized, and they are returned to the resort. All couples, except a few who simply come to witness the traditional Thai Buddhist ceremony and their Indian Hindu weddings, widely walk down the aisle. More recently, there has been a growing trend in special technology sites such as smart gadgets, shrines, vineyards, natural sites, museums, and artistic areas of galleries chosen for their wedding day. The press recently promoted Thailand as being open for the LGBTQIA+ community, especially Bangkok, with the cynics pointing out that "Asia's hottest new spot" is recognized as "a welcoming wedding venue," and dated as well.

### **1.2. Rise of LGBTQ Weddings**

In the last decade, a new fad has been sweeping across Thailand-from the domestic to the regional and beyond-the explosion of same-sex weddings. It rhymes with a change in attitude that has taken place across the continents toward the idea of LGBTQ couples tying the knot. It has now become a progressive haven for many LGBTQ couples in the South Pacific and Southeast Asia region, especially those suffering due to a closeted existence with associated religious-political stigma back home. Promotional initiatives for marriage equality by this nation are world-renowned compared to its regional neighbors. Whereas the argument for marriage in many societies is a preference for procreation and what is best for a child, it can be reversed in rapidly aging societies to where the preference is the success of the intimate bond and the economic well-being of the partnership. Historically and traditionally, Thailand has embraced all sexual orientations and gender identities of its residents, though in the past, they were kept behind closed doors. The once obscure, rainbow-backlit walls have become light billboards of acceptance. Beyond that, couples can participate together in monthly hipster LGBTQ nights, movie nights, and rosters of visitors coming through when other countries are too chilly. Whether they come for a wedding ceremony or just to celebrate love, LGBTQ travelers have become major gala spirit generators in leading cities and a part of hotels, airlines, online travel agencies, and department store decision-making. No LGBTQ event will host a state occasion in a region, city, or province that will not protect its LGBTQ attendees and wedding couples. Sexual orientation and gender identity are issues that are also gaining corporate value due to rising global consensus, which even affects military recruitments and medical sectors. Apart from socio-economic matters, the political beacon lights for various minority groups are somewhat affected by the ripples of these issues both regionally and internationally. Some major embassies in Bangkok host their own pride events and flaunt their representatives in the annual pride parade. Any Thailand wedding expos, industry bridal magazines, hotel pages, and glamorous portals that cannot boast a file of more than one same-sex love story are now considered backward and odious. The wedding house sector in Thailand has its own celebrity gay wedding organizer. Landing a gay wedding feature story or hot tip in social media or a magazine has, in the past, inflamed social condemnation and police complaints in some countries. But in Thailand, it's a different story: pop cultural denialism is a recipe for fading into the crowd and losing out on energy.

## 2. Legal Framework

When Thailand adopted a legal marital system in 1941, the recognition of a same-sex spouse was beyond the imagination of the legislature at that period. All along, the different marital-related laws, from marrying divorce, apply to a heterosexual couple. Each statute has different grounds for affecting the marital status which give rise to the division of assets and alimony after a divorce. What needs to be pointed out here is that the law in Thailand and each type of family regime protects only the rights and obligations of a heterosexually married couple. Same-sex couples who engage in a married couple capacity must find ways to deal with each other in case of the death of one party or a breakup. While it is an increasingly widely held view that same-sex marriage can change, in the meantime, one must be sure of the status of one's opposite-sex partner to ensure that the same-sex relationship is recognized. Careful consideration has still to be taken because the progress has not reached the rural provincial registrars within Thailand. The Minister of Social Development and Human Security said this debate on the legalization of same-sex civil partnerships was ongoing. Those people interested in Thailand as a same-sex marriage destination should, therefore, act in good faith.

### 2.1. Marriage Laws in Thailand

Thai law does not define the family strictly by marriage. There is no coercion from a couple to register their marriage to be defined as a family by Thai law. Unions that do not involve marriage licenses possess essential components of marriage, such as the couples notifying other people that they are emotionally and legally bound to each other. A couple marrying with the government office is getting subjected and favored with various rules and provisions, which is different from those not registering with it. Couples marrying in a government office are sometimes called 'formal' or 'court' married. Those people who must follow the state marriage regulations always find them more cumbersome as compared to those who can keep their own agreement. Whereas in Thailand, all Khet interests are licensing, and they license all comers, subject to laws against polygamy, and rules against close blood relationships. It is much easier to marry in Thailand in a government office than to marry outside it and claim personal autonomy. Formal marriages are not a steady income for Khet. Understanding this, Khet could grant SSM through licenses in Thailand. No couple needs a Khet license for personal arrangements or to pledge themselves to emotional and financial unions. In nearly every situation where a couple needs a visa, a hospital partner visitor pass, a work-based insurance policy, health benefits, or some other reason, they would need a government marriage license. Thus, for practically all Thais and foreigners who desire a legally valid marriage, they avoid nearly all complications by getting their marriages performed in government offices. Informal marriage partners are liable to face state marriage laws and are subject to government civil codes that impede the survival of grieving partners and other aimed benefits. Whereas Thai law requires evidence of a marriage license, only insofar as health officials and other government officers interpret the various laws and regulations; an important result for a couple of having a marriage license in Thailand is to make it easy informally to hold important family or personal property interests, whether recognized by Thai or other governments. In the 1930s during the reign of King Rama VII, permission through a license from the Adviser's Office was needed so one man or woman could marry. In 1930, after the beginning of marriage license regulations, the fee was 2.5 Thai Baht. Homosexuality was illegal until 1956. Thai government offices recognize many important alternative marriage and family signals. Based on a formal Khet file in Thailand, a foreign partner may seek a marriage visa. The foreign partner must leave Thailand, his residence away from Thailand provided with documents. A formal Khet recognizes any marriage that does or does not follow the regulations. Whenever they desire informal couples may formally settle their marriage agreement. A government court ceremony is optional. A non-formal second ceremony is usual mainly for the non-Thai families and the friends residing locally. Briefly neutrally scripted Thai-language verbal contracts are only available from government offices without a dress code. In 2001, the Thai Supreme Court assistant recognized the informal marriage of an Australian-Thai couple through their pre.

### 2.2. Recognition of Same-Sex Marriages

The discussion of same-sex marriage in Thailand focuses basically on their legal status, and it is still not agreed upon whether such marriages can be recognized. All of that just evolved not so long ago. While the same-sex couples have gotten married in some temples or organizational processes, legally, according to Thai law, the answer is unfortunately no. They are registered as life partners, allowing less than half of the marriage rights critically required in their married life. This is a concern, for instance, in taking care of their legality regarding children or other rights required by both couples. The move taken by the Attorney General draws from the broader social discussion of same-sex marriages. Speaking broadly, same-sex couples cannot register as married couples in Thailand, although many are in favor of a change in the law for marriage equality rights over the past decade, especially recently. Most of them include several political parties and some academics. An equal marriage petition was sent several times to a Thai agency in charge of the subject and received international media attention. So far, the advocates have conducted public hearings and seminars on marriage equality rights. An open letter about the detailed guidelines has been published, along with addressing the media reports primarily. "The marriage laws and the recognition debate may change, since this is an

unfinished issue," says the Center. In the revised regulations, many changes to similar laws and regulations are still being reconsidered, especially in Europe and America. Consequently, it is definite that some couples would like to refer to the marriage law under the domestic foreign registration guidelines for couples married in those jurisdictions to use their marriage law in signing in Thailand according to Article 91 Section 2 of Civil and Commercial Acts on international private law that are seldom cited.

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### 3. Popular LGBTQ-Friendly Wedding Venues

In many countries around the world, including Thailand, LGBTQ couples have the right to get married and obtain an official marriage certificate. While there is a variety of options to celebrate their wedding, not all of them welcome LGBTQ weddings. Even further, many doors are not entirely open; some wedding resorts are open to lesbians only, while many others are more widely open to friendly gay men who wish to get married in Thailand. In fact, there has been a sea change in Thai society toward the recognition and affirmation of LGBTQ people, especially among the young and middle class. The better the awareness and acceptance, the more Thailand is becoming one of the best LGBTQ wedding destinations in the world. With its photo-perfect venues, stunning scenery, good costs, and welcoming society, Thailand is a massively popular wedding destination. Of its kind, wedding venues in Phuket are arguably the most international in the country. Aggressively and competitively, a string of resorts on this beautiful island fights for its market share in trying to attract gay and lesbian couples from various regions. For many years, Patong has maintained a proud tradition of being a gay and lesbian holiday destination that has residents belonging to the gay community. When gay and lesbian couples come to Phuket to tie the knot, they have many beautiful wedding venues to choose from. They may prefer a lovely colonial luxury hotel or choose a stylish, contemporary five-star resort. Many gay men and lesbians, as well as straight couples, like their romantic, intimate beach-chic weddings to be held at small, private boutique resorts. Many of the best wedding resorts in Phuket have already accumulated the experience of making wedding dreams come true for same-sex couples. Not all wedding vendors or service providers throughout Thailand are LGBTQ-friendly. Couples should make an inquiry with a venue for assurance that they provide fully LGBTQ-friendly support at the weddings they would be catering for.

#### 3.1. Beach Resorts

Beach resorts are ranked within the top four wedding venues in Thailand. A beach wedding usually holds scenes of spectacular sea views or sunset, which could ensure an unforgettable moment for both the bride and the guests. Most beach resorts maintain private beachfront zones that separate the marriage ceremony and reception from public areas. Besides the beautiful visual attraction, it is also one of the most peaceful places to get married—a delight for couples who are in love with the soft lapping of the waves and white sand between their toes in the most romantic moments. A beach wedding will be apt for couples desiring to have a small and lavish wedding with a limited number of guests, while others consider full-scale lavish destination weddings taking place at large or exclusive beach resorts in Thailand. Many Thai beach wedding venues happily welcome LGBTQ couples. Further, the couples and wedding planners can also draw on a range of professional services regarding local and international planning and travel needs for the guests. Large Inclusive Wedding Resorts can even provide big teams of wedding coordinators and executives based in the main source market countries to help with the wedding bookings. Dozens of wedding services are available, particularly wedding planning, music, photography, video, celebrants or wedding officiants, and meal and reception services that match individual needs and cultures. Now many beachfront wedding resorts can provide same-sex wedding planning, ceremony arrangement consulting, tailoring private legally binding weddings or non-official ceremonies for LGBTQ couples. Some couples having a traditional Thailand beachfront wedding select either a Thai sacred water pouring ceremony or a privately drawn romantic wedding ceremony, an option available to all couples in the luxury wedding resorts. Other unforgettable cultural experiences for the couples and their intimate guests contemplating a beach wedding in one of Thailand's luxury wedding resorts are sunset-loving and alms-giving ceremonies. Some resorts allow the couple to get up early and offer food and desserts to a procession of Buddhist monks passing through the resort. Another influence for couples involves planting a "love tree" in a nicely landscaped garden symbolizing their lives growing in love with single or dual trees. Since time has passed, Thailand's beaches have been among some of the best in the world. From the exotic atolls and bays in the southern part to scenic and spacious coastlines in the Eastern Gulf coastal line, couples can plan their beach weddings that suit their tastes. Some of the other shorelines in the Eastern Gulf coastal line are hosted in enchanting tropical islands.

#### 3.2. Luxury Hotels

Business organizations have long advertised their luxury hotels as venues for hosting weddings of all kinds, including those reflective of LGBTQ-friendly family and 'queer' destinations. Today, high-profile hotels often feature LGBTQ-friendly wedding information within the information regarding meetings and events where unique and large-scale gay and LGBTQ-inclusive packages are proposed to LGBTQ couples around the world. Event spaces in luxurious hotels,

equally, are out of reach for social "bottoms," the poor, and the "flesh-fatigue" networks of host clients which many of these exclusive establishments deny access to. In short, the sites are for only those with enough money to participate in these coveted events. What types of services have luxury hotels offered same-sex and queer couples to make their wedding "authentic" and "unforgettable"? Most luxury hotels request and fulfill the needs of LGBTQ couples to help them personalize their wedding. The LGBTQ clients may consult with an LGBTQ-cited specialist to help in planning other wedding-related events. A luxury hotel's wedding professionals are "incredibly welcoming and inclusive to all and very used to dealing with many gay and lesbian wedding ceremonies.". Some of the property professionals are "thrilled to make your gay wedding or lesbian commitment ceremony special and unique." Upscale hotel consultants have had specialized training in how to welcome the LGBTQ community and make certain that lesbians, gays, transgender guests, will feel welcomed on their properties, as part of a diversity hospitality, restaurant policy.

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#### **4. Cultural Considerations**

There are still some cultural aspects relevant for both Thais and foreign couples wanting to conduct part of the ceremony in keeping with local traditions, which will have to be informed by how those expectations shape the experience. With a strong national identity, local cultures create national pride, and the traditions are one way to preserve the relationship between the past and the future. Changing cultural practices are not only a question of being progressive but also sensitive to the impact those changes can cause on the cultural complexities of any given society. Public places are for more informal LGBTQ ceremonies, and this would be the case with the feast, though the wedding is held at a hotel. Many of these LGBTQ couples also take advantage of the occasion of their "come-out" ceremony to bring together family and friends for a "formal" Buddhist blessing. These types of ceremonies, when labeled as such by event organizers, hoteliers, and tourists alike, can be a fun mix of traditional and modern. Moreover, they are a means of integrating local customs into the wedding and take place immediately after the foreign ceremony. While accessed from the upper end of the market, gay wedding packages also include a ceremony in a local traditional way, using local artifacts such as crafts, handwoven umbrellas, traditional music and instruments, local spirits, local henna body decoration, local girls and ladyboys dressed up in traditional costume, and northern Thai cotton wristbands, sometimes including a traditional buffet one night before the wedding. Another more recent one was hosted by the mother and English boyfriend of a rattan furniture exporter. This event combined the installation of his British mother with her son's partner with fun and musical performance and combined traditional meat appetizers and music with the more upmarket local fusion restaurant. The music, featuring traditional instruments and songs, blends a sense of place and location with the exotic. The branding of the Thai informal wedding as "come out" is far from an accident. In Britain, "come-out" ceremonies are an opportunity for guests first -and sometimes for the very first time-to meet the same-sex partner of a significant family member or friend in formal inside-the-house style. It is frequently a declaratory event, read by the couple as an opportunity to affirm identity; in a more general sense, it renders visible the homosexual aspect of shared sex characteristics. This is equally true in Thailand where the informal gay circuit parties surrounding marriage mean that although gay and lesbian sexuality is performed at unofficial events, it materialized in the many manifestations of friendship and kinship that circulate on the surface of the multiple bodies, in their gentle cajoling, polite requests, friendly disputes, and adopting of angles.

##### **4.1. Traditional Thai Wedding Customs**

Among wedding traditions in Thailand, the ones adopted are very complex. At the same time, though, those that are usually carried out in traditional Thai weddings are done and have their meaning only for the heterosexual couples. In traditional Thai weddings, symbolic meaning is given to almost every part involved, from the process to the performance of the rituals themselves. Some of them are that a couple marches towards each other promising and exchanging vows on a white wedding gown and suit respectively, where elders and parents must act as the witnesses for the married couple and bless them at the ceremony. You may witness the ritual of 'Water Pouring' in the wedding ceremony conducted to officially declare and celebrate the bride and groom's healthy marriage. The most well-known Thai marriage ritual is the one indicating the transition from engagement to marriage. Another is the Khan Maak process, where a groom procession is held showing just how sincere the groom is to be able to marry the bride, by being refused by fake brides. Finally, the most important thing is to have official consent, blessing, and knowledge from both parties' families in a unity procession. Traditional wedding customs often blend into Thai heterosexual couples to make this very special day even more unique. Most of them are adapted into LGBTQ wedding rituals in Thailand, such as Rod Nam Sang or Khan Maak for same-sex couples. Evidently, most customs exist to welcome partners' union and allow a unique reflection of love, promise, and commitment. Therefore, Thai traditions are also appropriate in wedding ceremonies even in LGBTQ weddings to honor the Thai cultural values toward love and marriage.

## 4.2. Inclusivity in Thai Culture

Thailand-very much known to the world as the land of smiles-welcomes LGBTQ couples to tie the knot with easy and convenient gay wedding venues across the country. This is part of the culture's appeal for LGBTQ couples from around the world to participate in such a so-called "destination wedding in the land of smiles," as Thai society is generally inclusive, especially in the capital, other cities, and resort tourist destinations of the south. In Buddhism, if a devout person becomes a kathoey or a homosexual, it is expected that in the next life, he will be reincarnated as a man. Therefore, no harsh criticism of being LGBTQ per se exists. In this connection, the concept of loving kindness-a principle of Buddhism in the land of Pad Thai noodles-has influenced the public mind in a way that could foster potential tolerance and acceptance for LGBTQ minorities. Being visible in public and taking part in cultural events are helpful for LGBTQ people to shift towards acceptance at the societal level. Some activities in Thailand have to do with culture and LGBTQ lives in which LGBTQ participants could totally take part without any sign after them. The ongoing dialogue about gender and sexuality is an important voice to which one should always listen. They do have a spouse, child, and a grandchild. Successively, LGBTQ people have worked hard to make Thailand known as a destination for gay wedding and honeymoon travels-a success not only in economic terms but also in terms of changing possible negative perceptions. Till today, we still have several LGBTQ or queer-led civil society organizations including the interpreter service providers for promotion and protection of LGBTQ rights. As a matter of culture, gay and lesbian weddings are celebrated, while transgender people are generally assumed not to want to marry. Their day is always an extremely special one. Like other couples running this B&B, they are part of positive change. In short, in the case of marriage equality regarding LGBTQ love and commitment, culture can serve either as an obstacle or as a source of something positive.

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## 5. Marketing and Promotion Strategies

Marketing and promotion strategies in the LGBTQ wedding industry: A promotional campaign that would be fit for attracting groups of people who are in search of wedding destinations including but not limited to Thais, expatriates, and international couples, may help Thailand become an LGBTQ wedding destination, including events marketing. They will reveal systems present in foreign markets to provide Thailand with promotions as a world-class LGBTQ wedding destination. The positioning will be targeting LGBTQ couples, and it will be positioning Thailand as a good wedding destination, multicultural, multilingual, selling Thailand, freedom, friendliness, and love. In this respect, the marketing strategies should outline what is unique about Thailand, create products and services that appeal to the unique needs and preferences of the LGBTQ couples, and thereby make the location, services, or events appealing to various types of brides. The message will be from Thailand-is amorous, loving, and romantic; it has places cherished by everyone, right from selection to engagement down to the time when the events are concluded, with fabulous experiences. Seeing as the industry in focus is quite personal, one of the main tactics of the marketing strategies shall be using social influencers' platforms that are respected by LGBTQ followers. To this regard, the marketing strategies must show closeness to the fans, the promotions are to be trustworthy, the experiences should be workable and share real stories of couples who visited the locations. The promotional platforms would cover a variety of social media channels. Aside from the promotional platforms themselves, the advertising industry could contribute to promoting Thailand by supporting digital and online media promotion to attract international expatriates and the wedding business from overseas into the country. The concept of images and words will create an LGBTQ perspective, which naturally shows the value and proximity of the legal documents that conform to the laws of Thailand and other nations. Many ad placements must illustrate proximity and bring transparency into the benefits and consequences of LGBTQ marriage. Overall, advertising will establish Thailand as a perfect wedding destination and a land of love and experiences that LGBTQ couples can share with the world. The visibility of Thailand as friendly to the LGBTQ visitors is one way of promoting press coverage and improving rankings. This expense can be supported by the relevant authorities for free.

### 5.1. Collaborations with LGBTQ Influencers

Influencer Collaboration Vendors from various countries shared their experiences in working with LGBTQ Influencers and Influencers who, though not of the LGBTQ couples, most actively support and amplify LGBTQ content. They are looking for relevant content to understand their target market, build their businesses, and work with influencers across many different aspects of their marketing. The collaboration with influencers has been quite effective since most people use social media highly in promoting their businesses and showcasing their work; hence, giving a wider coverage and potential clients an idea of what it may feel like to deal with their company. With the viral nature of social media, it would only take one exposure by an influencer to develop thousands of impressions about their business. Vendors apply various methods to establish a relationship with the influencers, to whom they reach out when there is an organic fit and aligned business objectives; both parties know what they would want the collaboration or partnership to be. Collaboration may last from one transaction up to regular promotions as vendors seek to have long-term relationships with agreements for yearly promotions. Influencer collaborations, which have been boosted through joint press trips

by tourism bodies in various locations, do not have hard-liner expectations of the delivery of content but just a simple exploration of the experience of a press trip in a non-paid role to determine the best-in-market talent. Recommendations were split regarding the use of management agencies that act as 'brokers' between influencers and vendors, although generally, vendors reported a view that direct relationships with the talent may build a more genuine experience and level of personal knowledge that is shared. These places trust in the influencer to create truly personal, motivational content and stories. This collaboration has also provided vendors with a source of content, which promotes not just them but also their wider place of business or location. It has really amplified their reach. The same message is communicated by the influencers, vendors, and government departments-just times more than we can say it. I think we are considered a 'go-to' in the LGBTQ marketplace, as, really, we are consistently in that lesbian entertainment space. I used to do it because of the money, but it is still reach that makes me consider budget and is a way to gauge effectiveness.

## 5.2. Targeted Advertising Campaigns

This becomes exceptionally important in the case of LGBTQ weddings, where targeted advertising is employed to ensure that the message reaches the respective demographic and resonates effectively. With shifting perspectives on sexual orientation and gender identity throughout the past few years, coupled with an advancement of technologies that allow tracking consumer preferences in real time, there has been a slight paradigm shift away from more traditional analog methods to modern digital marketing strategies. Digital media allows personalization for select audiences with specific messaging; it is a particularly suitable medium for wedding promotion to a very specific demographic that is not culturally disposed to marry at any specific set time. The use of data-driven performance metrics to define the optimal possible customer-most likely to marry-is key. A good campaign message hardly goes unnoticed and reaches out to a wide section of potential couples. Memorable ads, resonating images, and messages work effectively in capturing the attention of those who desire to marry. Bivariate research unveiled some of the best digital campaigns from the last year. Some of our best creative include innovative, insight-driven campaigns. It should also reflect diversity and be inclusive if Thailand is to stand out as a wedding destination for the LGBTQ in Asia. The online campaigns targeting the LGBTQ audience have advertising cuts that vary depending on the platform. These usually involve showing same-sex couples getting married, going on honeymoon, or sharing an everyday moment, hipster wedding designs, or the hipster couple. Ads are also edgier to raw emotion, with longer messaging in the advertising copy; there is even a romantic poem used in one. Exclusion or mere representation does not equate to being inclusive and therefore cannot truly market a venue filled with love. The initial 'love is love' campaign could be perceived by locals as a marketing of Taiwan as a love destination when, in fact, it was supposed to market it as a wedding destination for same-sex couples. Although the print advertising was not very memorable, over time it could have contributed to growing awareness of Taiwan as a location for weddings. Generally, it will benefit Thailand if it appeals to a bigger audience to showcase all walks of life, as it crosses cultural and diversity barriers and also breaks the stereotype held by several Asians with regard to entertainment.

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## 6. Conclusion

With its pristine beaches, still green forests, and dynamic culture, Thailand has remained one of the most attractive wedding destinations for many international couples for quite some time. Tropical forests, serene mountains, or great beaches- nature can give a beautiful backdrop to weddings. Coupled with warm hospitality, rich cultural ceremonies, and diverse wedding venues, Thailand stays very special. Many of the couples combine this with a honeymoon because the country offers something both exotic and wonderfully cultural in a different way from their home countries. Foreign interest in Thai weddings has grown over recent years, with many international couples, especially from India, Mainland China, Taiwan, and Hong Kong, opting for Thailand to conduct their wedding ceremonies. This covers traditional marriage certificate weddings and "destination weddings" for unregistered unions. Thailand offers flexibility in the way couples can customize their ceremonies with either innovative or culturally inspired themes at much lower costs compared to their home countries, thanks to wedding and hospitality packages available in the country. These significantly enhance convenience and comfort for both the couples and their guests. Rise of LGBTQ Weddings: Thailand has become a friendly destination for LGBTQ weddings-a cultural shift toward inclusivity and acceptance. Most of all, LGBTQ couples, but most especially those coming from countries with strict marriage laws, find Thailand a very perfect place to come out and get married openly. Pride events and inclusive wedding expos have helped the nation build one of the most alive LGBTQ scenes in the world, hence creating increasing demand for LGBTQ-friendly venues. Several wedding resorts in places like Phuket have targeted the LGBTQ market by offering everything from beachfront ceremonies to private areas of the resort, even offering fully inclusive services.

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## Compliance with ethical standards

No conflict of interest to be disclosed.

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