

TAT spotlights Running Man Thailand's record-breaking debut

TAT collaboration brought Amazing Thailand destination storytelling to global audiences as the iQIYI Original generated 6.85 billion impressions and more than 390 million online views



Bangkok, Thailand Sep 7, 2026 ([Issuewire.com](https://www.issuewire.com)) - The Tourism Authority of Thailand (TAT) is highlighting the record-breaking first season of Running Man Thailand, which generated 6.85 billion impressions across platforms, more than 390 million online views and over 10 million digital engagements. The iQIYI Original used a travel-race format to showcase Thailand's destinations, culture and local experiences to global audiences.

Ms. Thapanee Kiatphaibool, TAT Governor, said, "The tremendous response to Running Man Thailand reflects the power of **Entertainment Marketing** to bring Thailand's tourism experiences to global audiences through engaging, widely accessible content. By placing destinations, culture and communities within the programme's storytelling, the collaboration raised international visibility for Thailand while inspiring domestic travel. It also supported our '*Healing is the New Luxury*' direction by presenting travel as a source of enjoyment, connection and discovery."

TAT supported the first season through destination content, tourism featurettes and integrated *Amazing Thailand* visibility. Produced by iQIYI in close collaboration with South Korea's SBS Studio Prism, the original format's creator, Running Man Thailand adapted the internationally recognised franchise through Thai personalities, humour and destination experiences.

Mr. Poramase Ngampiches, Mayor of Pattaya, said, "I would like to thank the Running Man Thailand show for capturing and broadcasting the charm and vibrant atmosphere of Pattaya to a wide

audience. I believe the fun and entertainment from the show will inspire tourists to visit and experience Pattaya firsthand, serving as a vital driver to help promote tourism in Thailand."

Premiering on 22 February 2026, the 10-episode series aired weekly on Sunday at 18.00 Hrs. (GMT+7) on One31. The cast featured seven leading Thai entertainers: Oat Pramote Pathan, Jeff Worakamon Satur, Ink Waruntorn Paonil, Tay Tawan Vihokratana, NuNew Chawarin Perdpiyawong, Pueak Pongsatorn Jongwilas and Daou Pittaya Saechua.

Each episode transformed prominent locations into settings for missions and challenges. Featured sites included the Giant Swing, the Grand Palace and Bangkok's historic neighbourhoods, together with Pattaya's floating markets and beaches.

The programme became Thailand's most searched variety show on Google Trends in 2026, frequently ranked No. 1 on X in Thailand, and trended weekly in more than 10 countries. It also won the *KAZZ Awards 2026 Hottest TV Program award*, reflecting its broad reach and cultural impact.

Nearly half of the audience was aged between 19 and 30, with around 30 per cent from international markets. Additional exposure came from 3.39 billion media impressions, creator amplification and citywide out-of-home advertising, including Bangkok Skytrain wraps, LED billboards and mobile displays.

TAT's campaign included two tourism featurettes developed for distinct audiences. *MINNIE* introduced international viewers to favourite places, food and people in Thailand, while *Mos and Bank* shared personal stories from their home provinces of Loei and Chanthaburi. The content generated approximately 21,000 video views, 13,000 likes and more than 450 shares across iQIYI Thailand's official channels.

Amazing Thailand visibility was integrated throughout the season through programme graphics, subtitles, end credits and official social media. A 30-second promotional spot aired in each episode, complemented by a designated programme clip for TAT distribution and cast amplification. *MINNIE* also appeared as a special guest.

The uncut version of *Running Man Thailand*, together with deleted scenes and behind-the-scenes content, remains available through the iQIYI application and [iQ.com](https://www.iq.com).

#runningmanthailand

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