

Southeast Asia's Digital Boom, Tourism Surge, and AI's Growing Influence

Southeast Asia Trends · Answer Key · 20 Questions

1. Which Southeast Asian country has seen a significant increase in international tourist arrivals in 2025, outperforming its neighbors with a 20.4% growth compared to 2024?

- A) Thailand
- B) Vietnam**
- C) Malaysia
- D) Indonesia

2. As of mid-2025, what percentage of pre-pandemic levels have international tourist arrivals in ASEAN reached?

- A) 71%
- B) 88%
- C) 92%**
- D) 96%

3. In Indonesia, which subsector of the creative economy led exports in January-October 2025?

- A) Culinary Arts
- B) Music
- C) Fashion**
- D) Film and Animation

4. Which Southeast Asian nation is leading the region in AI adoption, with 61% of its population using AI tools in the second half of 2025, according to a Stanford University report?

- A) Malaysia
- B) Thailand
- C) Singapore**
- D) Philippines

5. What is the primary growth driver for Southeast Asia's digital economy, accounting for 60% of its total Gross Merchandise Value (GMV) in 2024?

- A) Digital Financial Services
- B) E-commerce**
- C) Online Travel
- D) Ride-sharing Services

6. Thailand launched the Destination Thailand Visa (DTV) in 2024. What is the validity period of this visa?

- A) 2 years
- B) 3 years
- C) 5 years**
- D) 10 years

7. Which Southeast Asian country's creative economy employed 27.4 million people in 2025, exceeding government targets?

- A) Malaysia
- B) Philippines
- C) Indonesia**
- D) Vietnam

8. According to the e-Conomy SEA 2025 report, what is the projected Gross Merchandise Value (GMV) for Southeast Asia's digital economy by the end of 2025?

- A) \$185 billion
- B) \$263 billion
- C) \$300 billion**
- D) \$600 billion

9. In Malaysia, the Malaysia Sustainable Tourism Blueprint aims to transform the industry. What is a key focus of this blueprint?

- A) Promoting mass tourism
- B) Prioritizing conservation and community engagement**
- C) Increasing reliance on international funding
- D) Developing large-scale theme parks

10. Which social media platform is often used for real-time news updates and social commentary in Southeast Asia, with active communities in countries like Indonesia?

- A) Instagram
- B) TikTok
- C) Twitter/X**
- D) LinkedIn

11. Cambodia strengthened its cultural preservation efforts in 2025, conserving 1,095 heritage structures. How many Khmer artifacts were repatriated from abroad during the same year?

- A) 5,061
- B) 1,158**
- C) 3,162
- D) 6,621

12. Singapore has positioned itself as a global AI hub. In the 2024 Global AI Index by Tortoise Media, what was Singapore's ranking?

- A) First
- B) Second
- C) Third**
- D) Fourth

13. Which Southeast Asian country has seen a significant increase in bookings from China in 2024, with up to a 15-fold increase reported by some destinations?

- A) Vietnam
- B) Philippines
- C) Indonesia
- D) Singapore, Malaysia, and Thailand**

14. What is the projected contribution of tourism to ASEAN's GDP in 2024, according to recent reports?

- A) 5.2%
- B) 7.1%
- C) 9.7%**
- D) 12.5%

15. In Indonesia, what were the top subsectors contributing to the creative economy's exports in January-October 2025?

- A) Applications and Crafts
- B) Fashion and Crafts**
- C) Culinary Arts and Music
- D) Games and Film

16. What is the primary objective of Thailand's Destination Thailand Visa (DTV), launched in 2024?

- A) To encourage short-term tourism stays
- B) To attract remote workers and digital nomads for long-term stays**
- C) To facilitate temporary work for Thai companies
- D) To promote educational tourism

17. Which of the following countries exceeded its 2019 international tourist arrivals in the first half of 2025?

- A) Malaysia
- B) Indonesia
- C) Vietnam and Lao PDR**
- D) Thailand

18. What is the estimated value of Indonesia's creative economy in terms of GDP since October 2024?

A) Rp1,611.2 trillion

B) US\$26.68 billion

C) Rp1,500 trillion (US\$94 billion)

D) US\$13 billion

19. Which social media platform is particularly dominant in Thailand for both social networking and brand marketing, alongside its strong instant messaging function and sticker culture?

A) WhatsApp

B) LINE

C) Telegram

D) X (Twitter)

20. Malaysia's tourism industry is expected to develop with intelligent tourism practices and tailored experiences through AI. What other key trend is expected to be a focus between 2025 and 2035?

A) Increased focus on budget travel

B) Emphasis on virtual reality tourism

C) Investment in green tourism and sustainable models

D) Expansion of traditional package tours