REVROOM INDUSTRY BRIEF · THAILAND F&B · SEPTEMBER 2026

Why LINE OA — not email — is the backbone of restaurant marketing in Thailand

LINE overtook email as Thailand's default business channel years ago. The real question is how to actually use it well — and what it still can't do for you.

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Executive summary. For a restaurant in Thailand, LINE isn't one option among several messaging channels — it reaches an estimated 54–56 million people in the country, and it overtook email as the default way Thai consumers expect to hear from a business years ago. That part isn't really in question anymore, and this brief doesn't dwell on it. What matters more is where restaurants get it wrong: treating a LINE Official Account as just a broadcast list when it's built to do more, what it actually costs at each tier, and where its real limits sit once a restaurant tries to use it as a full guest database instead of a messaging channel.

01

The reach gap, in one number

LY Corporation, LINE's parent company, reported roughly 54 million monthly active users in Thailand as of September 2025 in its own investor disclosures. DataReportal's independent analysis — built on figures shared directly by LINE — puts the number slightly higher, at 56 million for late 2025. Either figure lands in the same place: equivalent to about 78% of Thailand's total population, and roughly 85% of the country's internet users.

METRIC	FIGURE	SOURCE
LINE monthly active users, Thailand	~54–56M	LY Corporation investor disclosures (Sep 2025); DataReportal Digital 2026 Thailand, citing LINE-supplied data
Share of total population	~78%	DataReportal, based on the 56M figure
Share of internet users	**~85%**	**DataReportal / Meltwater analysis of the same data**

LINE didn't just arrive alongside email as an alternative — for most Thai consumers, it replaced it. A business still leading with email in Thailand is reaching a smaller, secondary channel. We're treating that as settled rather than re-litigating it here: the rest of this brief is about what actually matters once you accept LINE as the primary channel — using a LINE Official Account well, what it costs, and where it falls short.

02

What a LINE Official Account actually gives a restaurant

Beyond reach, LINE OA has specific features built for exactly this use case.

1

Rich menu

A tappable image menu pinned to the bottom of the chat, acting as a mini homepage — booking, ordering, promotions and location can all sit one tap away, without a separate app.

2

Coupons & stamp cards

Built-in loyalty mechanics — digital stamp cards and redeemable coupons — native to the platform, without bolting on a separate loyalty app.

3

Broadcast & segmentation

Messages can go to every follower or to a defined subset (LINE calls this narrowcasting), based on attributes LINE itself tracks about the follower.

4 Free, unlimited replies

Per LINE's own developer documentation, replying to a guest who has messaged first costs nothing and has no volume cap on any plan — only restaurant-initiated broadcasts draw from a paid message quota.

5 In-chat ordering (Mini Apps)

LINE's Mini App framework lets a restaurant offer QR-code table ordering or a lightweight ordering flow inside the chat itself — without maintaining a separate app or relying entirely on a delivery platform.

03

Getting more out of it

Reach alone doesn't make a LINE OA effective — how a restaurant runs it does. A few patterns separate accounts that actually drive repeat visits from ones that just accumulate followers.

- **Segment before you broadcast.** LINE's narrowcasting lets you message a subset of followers instead of everyone — "hasn't ordered in 30 days" is a different message than one aimed at someone who visited yesterday.
- **Don't broadcast every day.** Followers can mute or unfollow an account that pushes too often, and LINE has no equivalent of an email unsubscribe link to soften the exit — overuse costs you the relationship outright, not just an open rate.
- **Make the rich menu do work.** It's the one piece of real estate every follower sees on every visit to the chat — a menu that just says "Menu" wastes it; booking, today's specials and a stamp-card link belong there instead.
- **Tie stamp cards to the visits you actually want repeated.** A stamp or points mechanic aimed at a specific behaviour (weekday lunch, minimum spend) shapes habits more than a generic loyalty badge does.
- **Treat Mini App orders as a relationship, not just a checkout.** An order placed through a LINE Mini App still happens inside a chat you own — unlike a delivery-marketplace order, there's no reason that guest's data shouldn't feed back into the same profile as their booking history.

04

What it actually costs

LINE Official Accounts are free to create, and the free tier still includes 300 broadcast messages a month at no charge. Replies to guests who message first stay unlimited and free on every tier, including the free one. Beyond that, LINE currently runs two paid tiers, confirmed via LINE for Business Thailand's own official pricing announcements and consistent across several independent 2026 pricing guides:

PLAN	MONTHLY FEE	BROADCASTS INCLUDED	OVERAGE
Free	฿0	300 messages/month	Can't send more until next cycle
Basic	~฿1,280	15,000 messages/ month	~฿0.10 per extra message

Pro	**~฿1,780**	**35,000 messages/ month**	**~฿0.06 per extra message; includes LINE's MyCustomer CRM tool**

Prices exclude Thailand's 7% VAT and are current as of mid-2026, per LINE for Business Thailand's official announcements.

Don't treat this as fixed forever: LINE cut the free tier from 500 messages down to 300, and repriced Pro upward when it bundled in the MyCustomer tool — both confirmed in LINE's own official announcements within the past two years. Check LINE for Business's current pricing page before budgeting a campaign around any specific number, including these.

05

What LINE OA doesn't do

A LINE Official Account is a channel, not a database. The follower relationship lives inside LINE's platform: a restaurant can message its followers and tag them using LINE's own tools, but that data doesn't automatically travel anywhere else — it doesn't merge with dine-in bookings, POS history, or orders placed through LINE MAN, Thailand's LINE-linked food delivery service, which is a separate product from LINE Official Account and doesn't share guest data with a restaurant's LINE OA.

The distinction that matters: two restaurants can each have thousands of LINE OA followers and be in completely different positions. One knows exactly who its regulars are, what they order, and when they last visited. The other has a large, undifferentiated broadcast list and nothing more. Follower count is reach — it isn't, by itself, a customer relationship.

06

What restaurants can actually do about it

Here's the blunt version: a restaurant can't really get the value out of LINE OA at any real scale without something that turns "followers" into an actual customer record — because LINE OA on its own doesn't do that. It tells you who's a follower and lets you tag them inside LINE's own tools, but it doesn't merge that with who booked a table last week, who ordered directly, or who's a repeat regular versus a one-time follow. Past a few hundred followers, running LINE well without that layer basically means guessing.

That's exactly the gap RevRoom is built to close for LINE specifically: it pulls a restaurant's LINE OA followers together with bookings and direct orders into one profile, tagged and segmented automatically — the segmentation described in "Getting more out of it" above, done for you instead of maintained by hand inside LINE. LINE stays the channel guests see the message in. RevRoom is what decides who gets which message, with LINE data built in as a native part of the guest profile rather than a separate list to reconcile by hand.



Turn a QR Scan Into a Regular Guest subscribed to your Line channel

Drop a QR code on your receipts, tables or takeout bags. Guests scan it, leave their name, email and Line ID and they're instantly on your Line news — subscribed to your news and promotions, ready for your next campaign.

Ready to Turn More Guests Into Regulars?

Join restaurants across Thailand and Singapore using RevRoom to increase repeat visits, automate guest communications, and grow revenue — without growing their team.

Start for Free →

FREE PLAN AVAILABLE · NO SETUP FEE · FROM $25/MONTH

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Sources & notes:

- LINE Thailand MAU (~54M): LY Corporation investor/appendix disclosures, as of 30 September 2025.
- LINE Thailand MAU (~56M) and population/internet-user shares: DataReportal, "Digital 2026: Thailand," citing figures supplied by LINE; cross-referenced with Meltwater's 2025 Thailand social media statistics.
- LINE OA pricing (Free/Basic/Pro tiers, current mid-2026): LINE for Business Thailand official announcements (lineforbusiness.com/th/news), cross-referenced with Thunder.in.th, Cresclab and GoOnlineThailand 2026 pricing guides.
- LINE OA free-reply / paid-broadcast pricing structure: LINE Developers, official Messaging API pricing documentation.
- History of LINE OA price changes (free-tier reduction, Pro repricing with MyCustomer bundle): LINE for Business Thailand official announcements, 2023–2024.
- LINE Mini Apps and Thailand's dining-app context: industry commentary (LineBot.pro), included as context rather than a primary/official source.

Pricing changes periodically — confirm current LINE Official Account tiers and rates directly with LINE for Business before budgeting a campaign.

RevRoom is an AI-powered guest marketing and CRM platform for restaurants and bars in Thailand and Singapore. © 2026 RevRoom. A product by Beehavesoft.