

Thailand Tourism Performance in 2011

International Tourism

Increase of Tourists

In 2010 the number of international tourist arrivals had increased significantly, particularly in the first half of the year and continued 10% increasing in the second half, totally 15.93 million arrivals with 592.7 billion baht of revenue.

In 2011, the international tourist arrivals were 19.23 millions, increasing 20.67 % from 2010 as a result of the increase of tourists coming from all regions of the world especially East Asia and European tourists which were main market increasing 27 % and 11.4 % respectively. Moreover, number of tourist continuously increase from January to October 2011 which higher over the same period in the past three years. However, number of tourists had declined during the flood in Central Thailand from November to December 2011. The revenue was 776.2 billion baht increasing 30.94 % from 2010. The expenditure of tourists was 4,187 baht / head / day, increasing 2.66 % from 4,079 baht in 2010. The length of stay was 9.2 days increasing 0.6 % from 8.6 days in 2006.

Market Share

Thailand has got 25.17% in East Asia market with 4.8 million tourists, 28.95 in ASEAN with 5.53 million tourists,

22.65 % in Europe market with 4.32 million tourists and 23.23 % for other markets: America, South Asia, Scandinavia, Oceania, Middle East and Africa.

Europe market generated 37.5 % of the total revenue or 243 billion baht while East Asia did 20.53 % and ASEAN 16.5 %. There has been expansion for Europe, South Asia, Oceania and Middle East markets in terms of tourist arrivals and revenue.

	2011p	2010	%	2009	2008	2007
Tourists (million)	19.23	15.93	20.67	14.14	14.58	14.5
Length of Stay (day)	9.64	9.12	0.52	8.99	9.51	9.2
Expense/head/day (baht)	4,187.12	4,078.67	2.66	4,011.21	4,142.30	4,121
Revenue (billion baht)	776.2	592.70	30.94	510.2	574.5	547.8

***Remark: P = Preliminary Data**

Outbound Tourism

In 2011 the number of Thai people going abroad was 5.39 millions increasing 1.11 % from 5.33 millions in 2010. The length of stay was 5.02 days decreasing 0.04 % from 5.06 days in 2010. The outbound expenditure was 4,505.25 baht / head / day, increasing 0.17 % from 4,497.43

baht in 2010. The total outbound expenditure was 122 billion baht increasing 0.48 % from 121.4 billion baht in 2010.

	2011p	2010	%	2009	2008	2007
Tourists (million)	5.39	5.33	1.11	4.53	3.9	3.9
Length of Stay (day)	5.02	5.06	- 0.04	4.94	5.57	5.8
Expense/head/day (baht)	4,505.25	4,497.43	0.17	4,478.84	4,470.75	4,430
Expenditure (billion baht)	122	121.4	0.48	97.3	97.3	100.5

***Remark: P = Preliminary Data**

The Balance of Payment

In 2011 the tourism revenue was 776.2 billion baht, increasing 30.94 % from 592.7 billion baht in 2010. The outbound expenditure was 122 billion baht increasing 0.5 % from 121.4 billion baht in 2010. The balance was 655.1 billion baht gaining 38.79 % from 471.3 billion baht in 2010.

	2011 p	2010	%	2009	2008	2007	2006	%
Revenue (billion baht)	776.2	592.7	30.94	510.2	574.5	547.8	482.3	+13.6
Expenditure	122	121.4	0.48	100.5	97.3	100.5	96.0	+4.6

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Balance (billion baht)	654. 1	471. 3	38.7 9	410	477. 2	447. 3	386. 3	+15. 8

***Remark: P = Preliminary Data**

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