Thailand Tourism Statistics

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THAILAND TOURISM STATISTICS

- Introduction
- International Tourism Statistics (Inbound & Outbound)
- Internal Tourism Statistics (Domestic & Inbound)
- Q&A
STATISTICS SYSTEM

1. Centralized System
2. Decentralized System

Thailand : Decentralized System

BACKGROUND

Before-2007
- Tourism Authority of Thailand

2008
- Department of Tourism, MOTS

2009-Present
- Bureau of Economic Analysis of Tourism and Sports, MOTS

MOTS : Ministry of Tourism and Sports
STEERING COMMITTEE ON TOURISM STATISTICS

consist of

- Ministry of Tourism and Sports: MOTS
- Tourism Authority of Thailand: TAT
- Office of the National Economic and Social Development Board: NESDB
- National Statistical Office: NSO
- Immigration Bureau
- Bank of Thailand: BOT
- Tourism Council of Thailand: TCT
- Experts from universities

SYSTEM OF TOURISM STATISTICS
To collect international tourist data

- Number of Resident
- Length of Stay

To survey the spending of international tourist data

- Average Expenditure

To collect the number of international tourist arrivals to Thailand and outgoing Thai traveler data

- The number of international tourist arrivals to Thailand by country of residence
- The number of outgoing Thai Traveler by country of destination
- Average Length of Stay
- Profile of tourist

- Sex
- Age
- Occupation
- Purpose of visit

- Travel arrangement
- Accommodations
- Income
- Frequency of visit
To collect international tourist data from immigration card (immigration checkpoints)

By air

By land

By sea
TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

Objectives

- To survey the spending behavior of international tourist
- To calculate Tourism balance

The number of international tourist arrivals to Thailand by country of residence
The number of outgoing Thai Traveler by country of destination
Thai overseas
Foreigner excursionist and Thai excursionist

Sample Size
30,000 international tourists (0.2% of total tourist arrivals)

Sampling
Quota Sampling
Target samples will be divided into quota by market share of each country of residence with confidential level of 95%

Methodology:
Face to face interview
Survey Areas

- International airport
- Immigration checkpoints

Survey Topics

- The structure of tourist (residence, length of stay, sex, age, occupation,)
- Travel behavior of tourist
  - Travel arrangement (Group Tour & Non-Group Tour)
  - Frequency of visit (First visit & Revisit)
  - Types of activities (shopping, entertainment, sightseeing)