TOURISM STATISTICS
CAPACITY BUILDING PROGRAMME
FOR ASIA PACIFIC REGION
On 4 – 6 July 2011

Ministry of Tourism and
Sports

Thailand

Thailand Tourism Statistics

Ministry of Tourism and
Sports

Thailand
Domestic tourism statistics: What activities have been undertaken and recent developments since WSI

Inbound tourism statistics: What activities have been undertaken and recent developments since WSI

Outbound tourism statistics: What activities have been undertaken and recent developments since WSI

Homework

What activities have been undertaken since WSI (domestic tourism, inbound and outbound tourism)

We have 2 systems of tourism statistics.

- System of domestic tourism
- System of International tourism (Inbound & Outbound)
Domestic Tourism Statistics

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System of domestic tourism

- To survey an occupancy rate
- To survey tourists’ behavior and expenditure
- Collecting data from accommodation establishments (number of guests, an occupancy rate, length of stay, etc.)
- Using questionnaires in order to understand travel behavior (the structure of visitors, expenditure, etc.)
- Tourism revenue
Q: What activities have been developments since WS I

A: Increase the number of sample sizes of domestic visitors (foreigner visitor and Thai visitor) relating to the increasing number of domestic visitor.

THANK YOU
databox04@gmail.com

Department of Tourism
Ministry of Tourism and sports
THAILAND