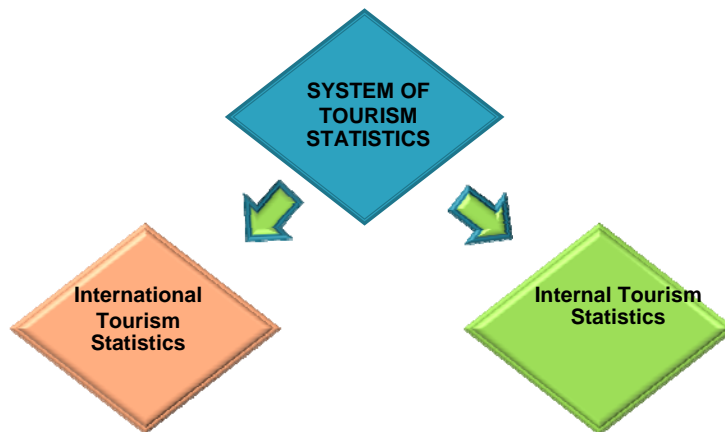




THAILAND'S SYSTEM OF TOURISM STATISTICS

MR. MAITREE BUDDHAWONG
And
MR. MONGKON WIMONRAT





SYSTEM OF INTERNATIONAL TOURISM STATISTICS



TO COLLECT INTERNATIONAL TOURIST DATA

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

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TO COLLECT INTERNATIONAL TOURIST DATA

To collect international tourist data from immigration card (immigration checkpoints)

By air



By land



By sea

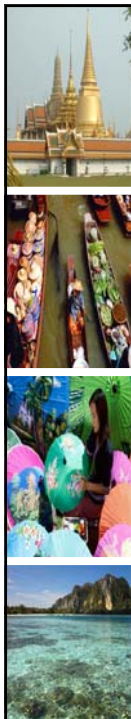


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TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

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TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

Objectives

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

Sample

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

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TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

Survey areas

International airport

Immigration checkpoints






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TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

Survey Topics

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



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TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

Survey Topics

The spending behavior of tourist in tourism expenditure.

- Accommodation
- Food and Beverage
- Entertainment
- Local Transport
- Shopping
- Sightseeing
- Miscellaneous