

Thailand Tourism Statistics

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The United Nations

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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



SYSTEM OF INTERNATIONAL TOURISM STATISTICS

To collect international tourist data



- Number of Resident
- Length of Stay

To survey the spending of international tourist



- Average Expenditure

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

TO COLLECT INTERNATIONAL TOURIST DATA

immigration card

The image shows two Thai Immigration Bureau forms. The top form is a DEPARTURE CARD, and the bottom form is an ARRIVAL CARD. Both forms are in Thai and English. The DEPARTURE CARD includes fields for flight details, purpose of visit, and accommodation. The ARRIVAL CARD includes fields for type of flight, purpose of visit, and yearly income. The forms are used to collect international tourist data at immigration checkpoints.

TO COLLECT INTERNATIONAL TOURIST DATA

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

TO SURVEY THE SPENDING OF INTERNATIONAL TOURIST

| | |
|--------------|---|
| 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 THE SPENDING OF INTERNATIONAL TOURIST

Survey areas

International airport



Immigration checkpoints



SURVEY THE SPENDING OF INTERNATIONAL TOURIST

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,)

SYSTEM OF INTERNATIONAL TOURISM STATISTICS

international
tourist receipt



Outbound Expenditure



Tourism (Balance Of Payment)