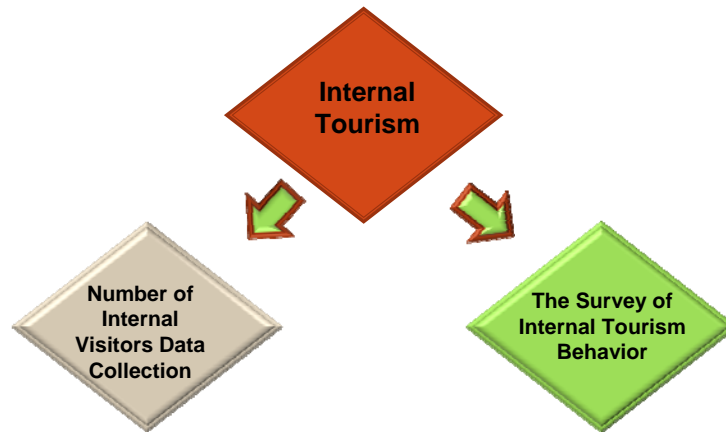


Internal Tourism Statistics in THAILAND

► **Internal Tourist :**

“Thai and foreigner (during visiting Thailand) who travels from one province to another province or from residential province to another province temporarily with any purposes except professional or education purpose and that person must not be a native who lives or works or educates in the visited province” (Tourism Authority of Thailand). The internal tourism statistic, therefore, includes internal tourism of domestic tourists and foreigner tourists.

Internal Tourism Statistic



3

Number of Internal Visitors Data Collection

Survey of number of guests in accommodations

- Monthly collect number of guests who stay overnight in hotel, guesthouse and resort/bungalow in every province.
- Collecting data by sending questionnaire.

4

Number of Internal Visitors Data Collection

Survey of number of guests in accommodations (Con.)

➤ Survey Topics:

- number of room
- number of guest (Nationality)
- length of stay (Day)
- average number of guest per room (PR)
- occupancy rate (OR)

5

The Estimation of Visitors and Excursionists

- To perceive the number of visitors who stay overnight at other kinds of accommodation (house, temple, government agencies, etc.) and number of excursionists traveling in the province.
- Monthly collect data by using questionnaire with visitors in every province at tourists attractions and exit points.

6

The Estimation of Visitors and Excursionists

- Survey Topics:
 - Country of Residence
 - Travel arrangement (Group tour, Non group tour)
 - Mode of transportation (Air, Bus/Car, Train, Ferries)
 - Average length of stay (Day)
 - Tourist or Excursionist (Stay overnight or same day visitor)

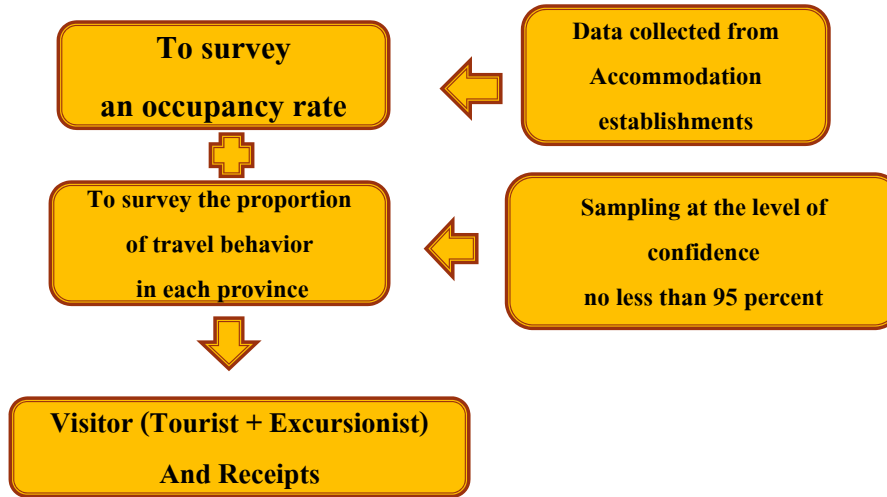
7

The Estimation of Visitors and Excursionists

- Survey Topics: (Con.)
 - Type of accommodation:
 - Hotel
 - Guesthouse
 - Resort/bungalow
 - Relative's house/Friend's house
 - Organization's house
 - Temple
 - Government agencies' guesthouse

8

Process of Data Collection for Number of Internal Visitor



To Survey of Internal Tourism Behavior

- To perceive travel behavior of internal visitors and provincial receipt.
- Collecting data by using questionnaire to interview visitors in each province.
- Monthly collect data but process by quarter.

To Survey of Internal Tourism Behavior

➤ Survey Topics: Profile of tourist

- Country of Residence
- Sex
- Age
- Income
- Occupation
- Average length of stay (Day)

11

To Survey of Internal Tourism Behavior

➤ Survey Topics: Tourist behavior

- Travel arrangement
- Mode of transportation
- Purpose of visit
- Frequency of visit (First visit/Revisit)

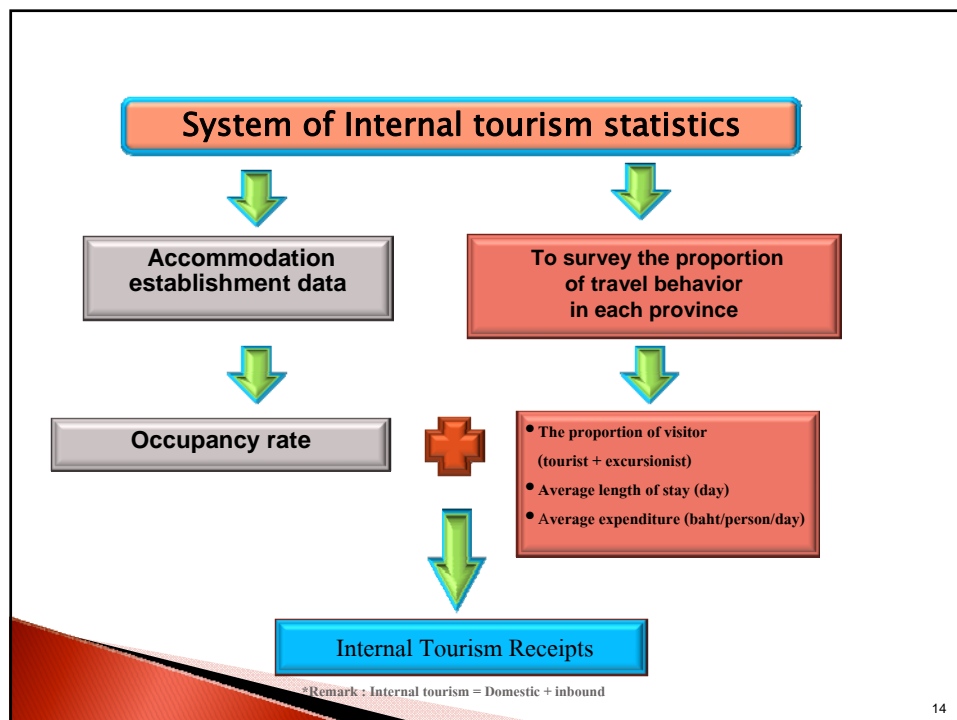
12

To Survey of Internal Tourism Behavior

➤ Survey Topics: Spending behavior

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

13



14

THANK YOU

DEPARTMENT OF TOURISM

22 November 2010