

Tourism Flows in Thailand

Market Direction | 2022-10-10 | 27 pages | Euromonitor

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Report description:

Inbound arrivals to Thailand declined by around four-fifths in 2020 and all but collapsed during 2021, as COVID-19 restrictions were tightened significantly. A third wave of COVID-19 infections hit Thailand in April 2021 and was much larger than the previous two waves.

Euromonitor International's Tourism Flows in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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TOURISM FLOWS IN THAILAND

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Inbound arrivals rebound but remain well below their pre-pandemic level

China overtakes Western Europe as the main source of inbound arrivals

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