

Tourism Flows in Thailand

Market Direction | 2024-09-12 | 25 pages | Euromonitor

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Report description:

Despite three consecutive years of strong volume growth, the number of inbound arrivals to Thailand remained below pre-pandemic levels in the first half of 2024, primarily due to the slow recovery of Chinese tourists. The number of inbound arrivals from mainland China has fallen short of expectations, attributed to the sluggish recovery of its economy and a shift towards domestic tourism. Traditionally, China is a key source market for the Thai travel industry, having accounted for more than one...

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 2019-2023, 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 2028 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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reliable information resources to help drive informed strategic planning.

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